

X-FILES • THE TRUMAN SHOW • ARMAGEDDON

MAD

IND



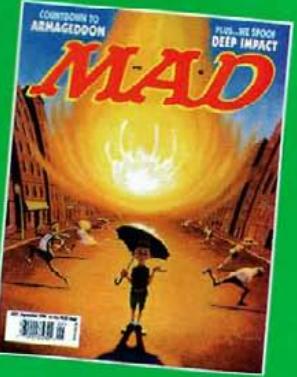
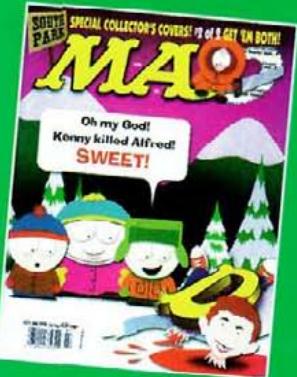
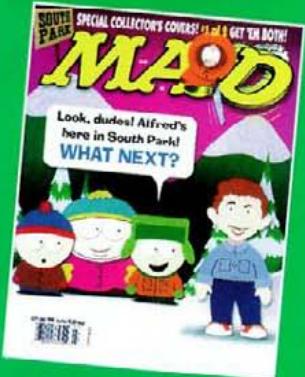
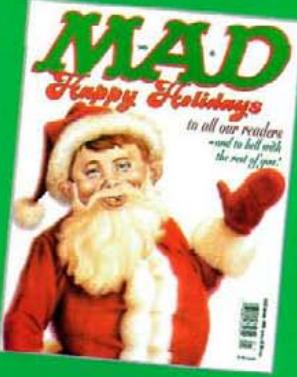
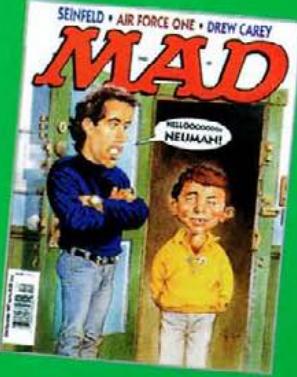
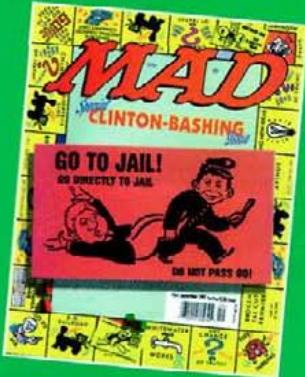
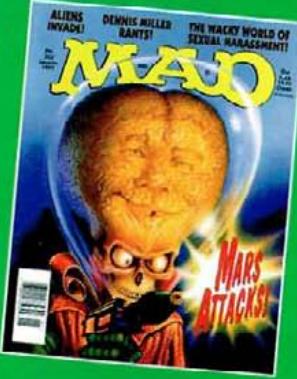
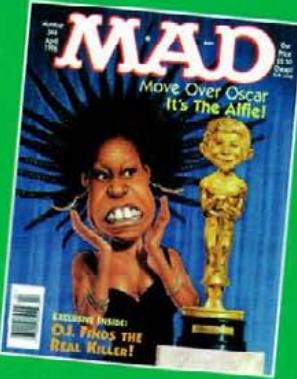
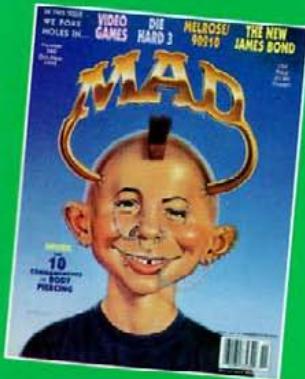
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MAD

OCTOBER NUMBER
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ONE WAY



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"At one time or another, everybody plays
the fool. But some people are typecast for life!"
— Alfred E. Neuman

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FRONT COVER ARTIST: ROBERTO PARADA

BACK COVER ARTIST: TOM BUNK
BACK COVER WRITER: MICHAEL GALLAGHER

DEPARTMENT
LETTERS • AND • TOMATOES • WAYANS WORLD

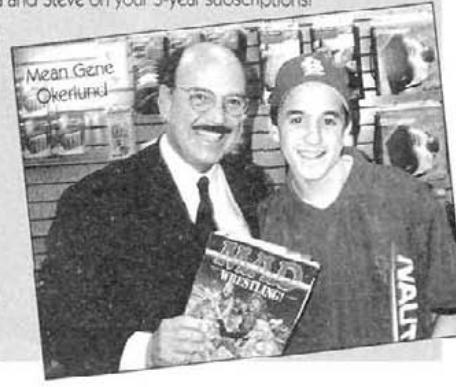
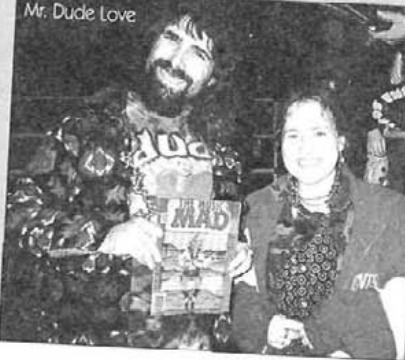
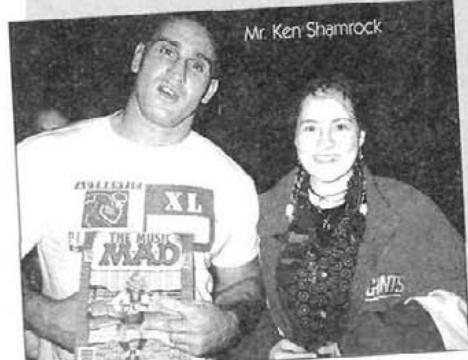
In the article "Six Degrees of Separation Between Anyone and Anything Part II" (MAD #370) I had a question about your depiction of the Wayans family. I recognize Kim, Keenan and Damon, but who the hell is that other guy (the one with the hair)? That cannot be Shawn or Marlon (the only other two Wayans that I know of in the entertainment industry). Is this a Wayans that I don't know of?

Eugene Lumley
Bronx, NY

Eugene — You call yourself a Wayans brothers fan? How could you not recognize the great Tito Wayans? Shame, shame, shame on you! —Ed.



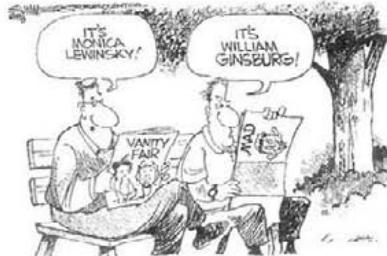
Fans of the squared circle will be delighted by our Celebrity Snap wrestling trifecta! In one corner, the King of the Ring himself, Mr. Ken Shamrock! In another corner, Mr. Dude Love (both sent in by Theresa DeSauo of Scranton, PA)! And announcing this classic fiasco, none other than Mean Gene Okerlund (sent in by Steve Govern of Rochester Hills, MI)! We'd like to take this opportunity to put out a special Celebrity Snap bounty of a 3-year subscription and a set of MAD pins for pics of the following celebrities (and we use that term loosely) holding a copy of MAD: Sunny, Sable, Ms. Elizabeth or the evil Mr. Vince McMahon. Congratulations Theresa and Steve on your 3-year subscriptions!



MAD #375
ON SALE
OCTOBER 20!

ATTORNEY FOR
THE WORSE

The *Orlando Sentinel*, that fine bastion of journalistic integrity and excellence, recently ran an editorial cartoon drawn by Dana Summers mentioning our fine publication, which we reprint here without any permission whatsoever:

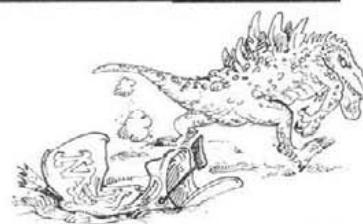


HOW TO REACH US

Please Address Correspondence to: MAD, Dept. 374, 1700 Broadway, New York, New York 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions!

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MAKE A DUMB WISH!

Due to a multitude of requests, we are privileged to unveil a new letters page feature — The *Make a Dumb Wish Foundation*! We will entertain the idea of granting the dumb wishes of our dumb readers depending on time, space and the dumbness of the wish! Let's kick off this baby with a wish from a very devout son!

My dad Richard M. Skillman and I love MAD. He turns 43 in July. He introduced me to MAD so please put his name in your next issue.

Thomas Skillman
Orlando, FL

Tommy Boy — We'll do more than mention his name! We thought you might enjoy sharing with MAD's readers some factoids about your dad Richard M. Skillman:

- Prefers Siskel to Ebert
- Thinks it's funny when you say "United Snakes of America"
- Once owned a flannel shirt with snaps
- Ranks his favorite performer as Tito Wayans

On behalf of everyone associated with MAD's *Make a Dumb Wish Foundation*, we hope this little tribute has made your dad's (Richard M. Skillman) 43rd Birthday a memorable one! —Ed.

SIZE DOES MATTER

I just got your new July issue and finished it in two hours. I wanted to know if you can make the magazine a little bit thicker. The *Super Sized MAD Super Special* (#129) is too much to afford with my allowance. If you can't make the magazine thicker, can you lower the price of the *Super Sized MAD*?

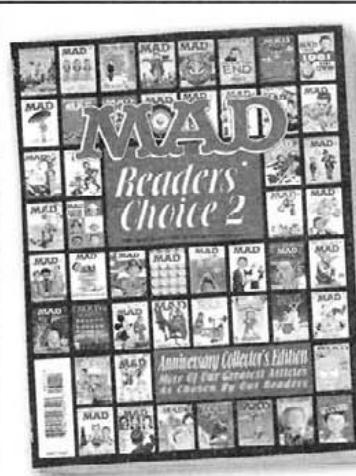
Marcus Foster
Bronx, NY

Marky Mark — Your letter arrived at a propitious moment, the inaugural day of our much-heralded *Make a Dumb Wish Foundation*! Can we lower the price of our thick and meaty *Super Sized MAD*? Sorry, there are some things even beyond the scope of the Foundation's considerable powers! Can we send you an absolutely pristine, complimentary copy of *Super Sized MAD*, our 128-page thick and meaty Super Special that you so desperately crave? Sure we can, but we won't! The generosity of MAD's *Make a Dumb Wish Foundation* is not all that it's cracked up to be! But all is not lost! We can wish you, along with 43-year-old Richard M. Skillman, the happiest of birthdays, whenever your big day is! —Ed.

Readers can send dumb requests to:

MAD Magazine

Make a Dumb Wish Foundation
1700 Broadway NY, NY 10019



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FOR IT
AGAIN —
YOU GOT
IT AGAIN!**

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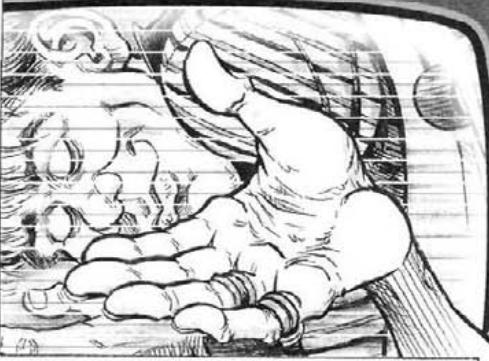
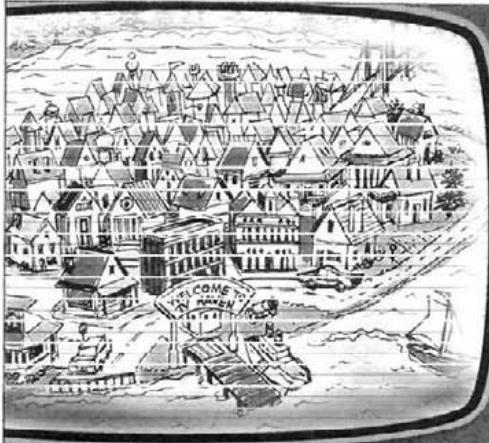
CARREY, A BIG SCHTICK DEPT.

What a summer of dreck! A goofy, computer-generated lizard nearly destroyed New York in *Godzilla*, two cheap-looking, computer-generated asteroids nearly destroyed the Earth in *Deep Impact* and *Armageddon* and a seemingly computer-generated script nearly destroyed Jim Carrey's career in...

the TRUE

I am Chrissake, the great TV director! In making *The Truedumb Show* I totally control the lives of people! I tell them what to say, what to read, what to think, how to vote! I control everything! Is there anything wrong with that? The Christian Far Right wouldn't think so! The town you see is a totally unreal place where honesty and truth do not exist! Kind of like Washington, D.C., only the streets are cleaner!

It's the ultimate soap! Except for Truedumb, all the people who live here are actors, like Immoral...



The only person who's real is Truedumb!

Of course, he doesn't know he's in a TV show, unless some actor tells him and ruins everything I've accomplished all these years! It almost happened once, as we see in this flashback to his college days...

Truedumb, what would you do if I told you that nothing you see is real?

I'd stop trying to look down your dress!



Truedumb sells insurance for a living! He's such a hopeless innocent! Even *Forrest Gump* would've realized that something was wrong with all those happy people around him! We all know that no real person is ever happy to see an insurance man!

DUMB show

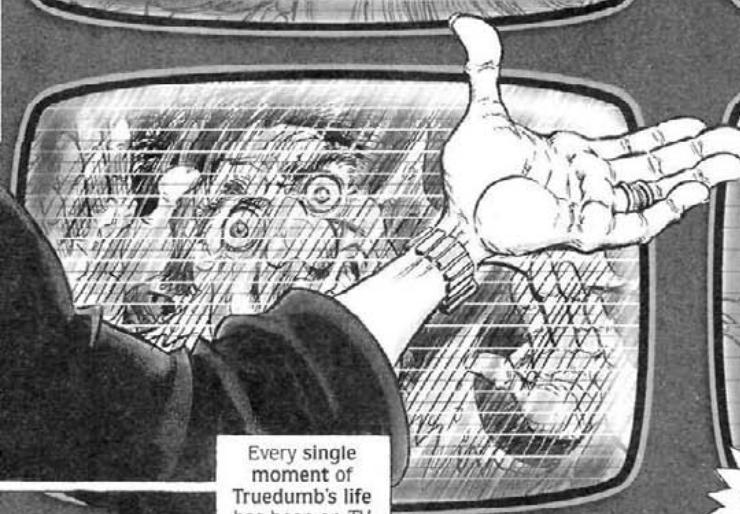
I pretend to be Truedumb's wife! He doesn't know this, but throughout our fake wedding ceremony I had my fingers crossed, which means it didn't count even though it didn't count! But then, everything about my relationship with my husband is fake! Except one thing that's real — I fake my orgasms!



All these actors have created a TV life that Truedumb has been starring in without knowing! For an unbelievably believable thirty years! Even his parents have been deceitful to him!

ARTIST: SAM VIVIANO
WRITER: STAN HART

True, but don't ever feel sorry for Truedumb! I'm his mother and let me tell you, that little S.O.B. ruined my life! I got this role when I was 30 years old and I've had to stay with it ever since! What kind of a career is that for a working actress? Who'll want to hire a 60-year-old bag like me when this show finally goes off?



Every single moment of Truedumb's life has been on TV 24 hours a day!



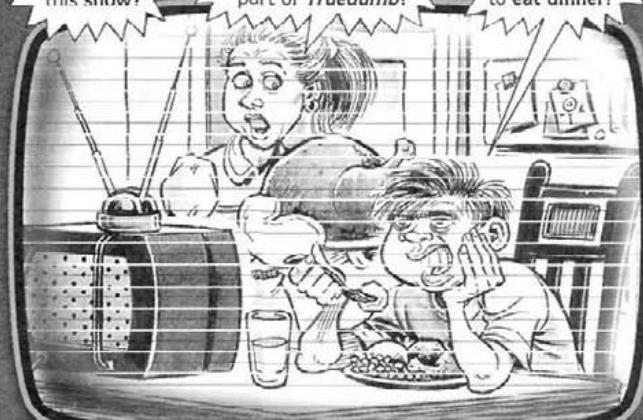
Hey, ma, do we have to watch this show?

Of course! Why would you want to miss any part of Truedumb?

Because he's taking a dump and I'm trying to eat dinner!



MEN



Aren't you afraid that someday Truedumb will get off the island and discover what's been going on?

Not at all! He'll never leave the island! Watch...

Welcome aboard!

Forget it!

What is Bob Denver doing playing Gilligan in our show?

It's sweeps week, and after being on the air 33 years we need guest stars to goose up our ratings! Actually, Truedumb is afraid of water because of what happened to him when he was a child! Care to share a flashback with me?

As long as it's on company time, what the hell do I care?



I'm trying to **save** you, dad, but the pages of my Boy Scout manual that deal with water safety are wet and **stuck together!** How 'bout I tie you a sheep shank or a square knot?

Before I die, I want to give you something that you'll carry for the rest of your life!

A token of your love?

No, a crippling guilt complex for letting me drown, schmuck!

Sometimes I get the feeling there's something strange going on!

Why? What makes you say that, Truedumb?

Well, like, take this rain here, for instance!

The prediction was for scattered showers, wasn't it?

That's what I mean! Since when did they ever predict the weather correctly?

I'm singin' in the rain, you're baskin' in the sun...





That's a cool idea, promising the sponsor to show Truedumb actually using the product, rather than just talking about it!

Yeah, but I'm afraid we're headed for trouble! We just signed a new sponsor — Preparation HI!



I tell you I did see my dad!

And I tell you that you're having hallucinations! I know what I'm talking about! Every day in the hospital I see people who have no grasp on reality — like the patients who ring my nurse station bell and actually expect me to answer their calls for help!

You've been doing this for thirty years! You must love your work!

I hate it! I have to be on call twenty-four hours a day, seven days a week! Is that any way to live? That little turd has ruined my life!

I think I'm addicted to *The Truedumb Show!*

What's happening to Truedumb?

He's beginning to understand that he has to escape the island in order to live his own life!

Gee, I hope he makes it!

Don't we all! Wanna stay and see what happens?

We'd love to, but we've got to run! We've got to scratch out the serial numbers on all these VCR's and our fence is only gonna be around 'til midnight!

I think the public may be tiring of the show after all these years! These buttons are now being replaced by...

...These!

HOW IS IT GOING TO END?

WHEN IS IT GOING TO END?

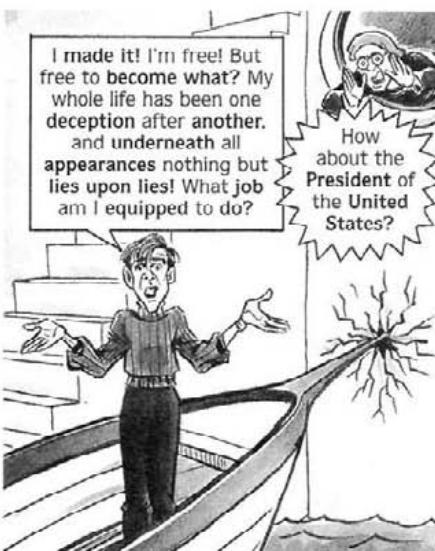
I want to go as far away from here as I can! How about a flight to Fiji?

Listen to me — Whatever you do, don't let him get away!

I'm sorry. all flights to Fiji have been canceled!

Okay, could you get me someplace closer, like Philadelphia or New York or Boston?

Sure I could, except all those flights go through Fiji!





Unless you have the intelligence of one of Donald Trump's dates, it should be obvious to you that America is becoming a nation of gamblers. Winning the lottery has replaced the Protestant Work Ethic. Las Vegas casinos now offer day care so mom and dad have a place to dump Johnny while they place what remains of his college education fund on lucky number eight. And Native Americans are taking back every dollar the white man ever screwed them out of chip by chip. How about you? Have you pulled the arm of a slot machine so often you've been treated for carpal tunnel syndrome? Have you passed up free tickets to Sigfried and Roy's show because it would cut into your time on the roulette wheel? If you have, then we bet it's a sure thing you'll want to roll the dice and let the chips fall where they may as you take the following quiz...

ARE YOU A COMPULSIVE GAMBLER?

*Answer each question and bet accordingly.
Please do not wager on the outcome of this quiz prior to completing it.*



Part 1 - Gambling Patterns

- 1) If you missed the birth of your child because of a scheduling conflict with a cockfight, **BET \$3**.
- 2) For each of the following that you've ever lost in a poker game, BET ACCORDINGLY:
 - a) Your watch, **BET \$3**
 - b) Your car, **BET \$5**
 - c) Your house, **BET \$7**
 - d) A kidney, **BET \$20**

(Note: If you couldn't bet a kidney because you previously sold one to raise the scratch money to get into the poker game, **BET \$50**.)
- 3) For every bone you've ever had broken by a loan shark, **BET \$2**.
(Please count compound and multiple fractures as one break.)
- 4) For each of the following that you've ever used as inspiration when selecting lottery numbers, BET ACCORDINGLY:
 - a) A sick friend's hospital room number, **BET \$2**
 - b) The death toll in a recent earthquake, **BET \$5**
 - c) The flight number of a doomed 747, **BET \$11**
 - d) Lady Di's car's license plate, **BET \$13**
- 5) If you have a standing bet with Pete Rose on whether or not he'll be allowed into the Baseball Hall of Fame, **BET \$9**.

GAMBLING PATTERNS SUBTOTAL _____

Part II - The Gambling Lifestyle

- 1) For each of the following names you've ever selected for your children, **BET \$5:**
 - Secretariat (Single Child)
 - Trifecta & Exacta (Twins)
 - Over & Under (Boy and Girl)
 - Split Eights (Identical Twins)
 - Win, Place & Show (Triplets)
- 2) If you've ever claimed a jockey as a dependent on your income tax return, **BET \$4**
- 3) Gamblers frequently allow their love of risk-taking to spill over into other aspects of their life. For each of the following that applies to you, BET ACCORDINGLY:
 - a) Have flown on ValuJet, **BET \$4**
 - b) Have eaten a Jumbo Jack burger at Jack-In-The-Box, **BET \$5**
 - c) Have appeared as a guest on the *Jerry Springer Show*, **BET \$9**
 - d) Have dated Charlie Sheen, **BET \$20**
 - e) Have criticized Latrell Sprewell to his face, **BET \$25**
 - f) Have had unprotected sex with a gay, intravenous drug user, **BET \$30**
 - g) Have had unprotected sex with Courtney Love, **BET \$100**
- 4) For each of the following statements that you've ever found yourself uttering, BET ACCORDINGLY:
 - a) "Now you get out on that basketball court and shave five points off the final score or when we get home you're going straight to your room without dinner, young man!" **BET \$10**
 - b) "But honey, it's a sure thing! The guy said it's the fastest cockroach on the East Coast!" **BET \$15**
 - c) "Look, father, either you let me in this Bingo game or the nun gets it!" **BET \$19**
- 5) If you've ever organized a quick game of liar's poker while waiting for a Gamblers Anonymous meeting to start, **BET \$10.**

GAMBLING LIFESTYLE SUBTOTAL _____

Part III - Hypothetical Situations

- 1) You're involved in a back alley craps game when suddenly your dog breaks away, runs into the street and is hit by a car. You would most likely:
 - a) Keep playing craps. After all, the dog knew the probability of getting hit when he ran out in traffic, **BET \$5**
 - b) Begin establishing odds with the other craps players as to whether or not the dog makes it, **BET \$7**
 - c) Immediately remove the dog's rhinestone collar in case you need it for collateral later, **BET \$10**
 - d) Ask someone to make note of the dog's official time of death so you can play that number on the roulette wheel on your next trip to Atlantic City, **BET \$12**
- 2) While flipping through a magazine in your comped Las Vegas hotel room you notice a quiz to determine if you are a compulsive gambler. At the top of the page is a warning asking you not to wager on the outcome of the quiz before taking it. You most likely would:
 - a) Ignore the warning and try to find a sucker to bet against you, **BET \$3**
 - b) Situation would never occur. Reading magazines takes away from valuable blackjack playing time, **BET \$10**

HYPOTHETICAL SITUATIONS SUBTOTAL _____

GRAND TOTAL _____

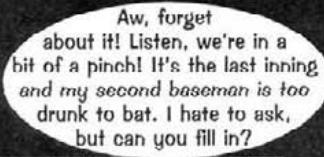
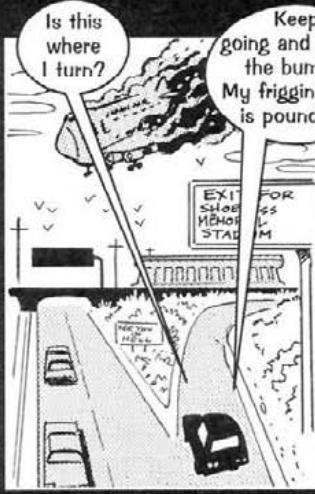
SCORING

If you bet more than \$12, the odds are 6-5 that you're a Compulsive Gambler. More than \$25, it's a sure thing, sucker!



MONROE & CO.

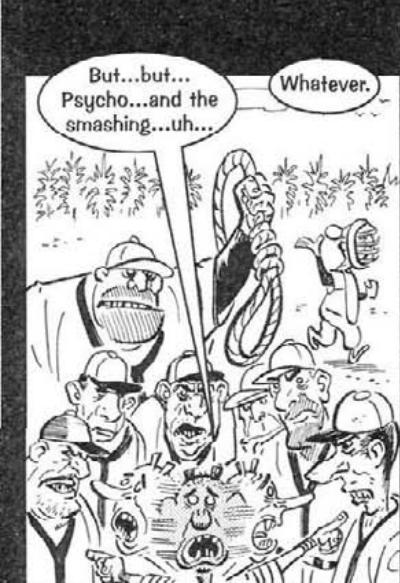
The ballpark. It has long provided a place for fathers and sons to



THE BIG GAME

bond...especially after dad has had a few. The suicide squeeze is on.







PROSE AND CONDOLENCES DEPT.

Earlier this year Hallmark came out with a new sympathy card—the first of its kind—for those who knew someone who took their own life. While we're sure it's in the sensitive and tasteful (yeah, right!) Hallmark tradition, we're guessing that as sales pick up and competition intensifies, they'll be looking for creative ways to give this unique line a marketing boost! Who knows what we'll see...

WHEN SUICIDE CARDS REALLY CATCH ON

IN YOUR TIME OF LOSS
THERE'S ONLY ONE THING
WE CAN SAY...



Suicide Is Terrible!



But Now That
Stupid Is Gone,
What Do You Say
We Go Shopping
With The
Insurance Money!



ARTIST: SAM VIVIANO

WRITER: DUCK EDWING

AUUUGH!!



WHEN SUICIDE CARDS REALLY CATCH ON

Don't worry-
Suicides
Happen!



I heard your brother
jumped off a bridge.



I GUESS
HE WON'T
LIVE LONG
AND
PROSPER!



And a few swipes of
furniture polish
will get rid of those
footprints on the chair!

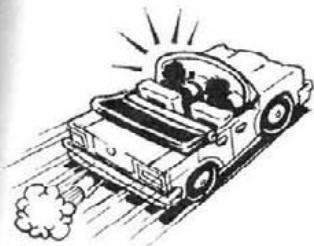


*In times of loss and sorrow
it can be so very difficult
to find the right words
to express
the deep sympathy
that one feels...*

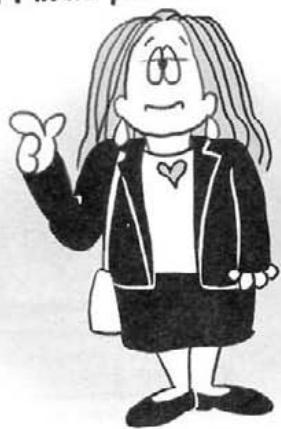
I'm sorry your husband rigged
a 12-gauge double-barrel shotgun
with two feet of binder twine,
a J-hook and an old clothesline pulley
to the latch on your front door
so that when you opened it,
his head was blown off his body,
spattering bone and
brain matter everywhere.
Tough break.

Sorry
to hear
your
son
killed
himself.

AT LEAST
NOW
YOU'LL HAVE
YOUR CAR
ON
SATURDAY
NIGHTS!

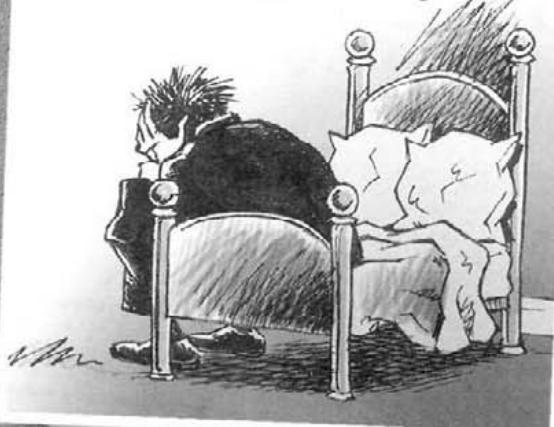


When I heard your wife killed herself,



it made me think about how I'd like to go...

Sorry to hear of your tragic loss.



But you were planning on replacing
that bedroom rug anyway,
right?



DEATH BY CHOCOLATE!



MAD POP OFF VIDEO



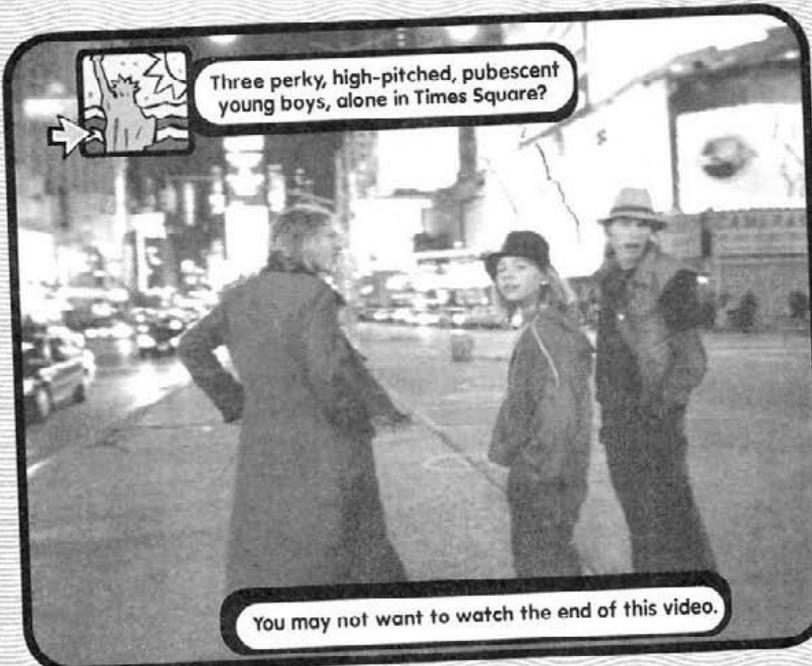
Ironically, clear water is just about the only natural liquid NOT commonly found inside New York City subway cars.



Hanson "Weird"



Three perky, high-pitched, pubescent young boys, alone in Times Square?



When MTV puts Hanson into heavy rotation, believe us, Taylor's not the only one gripping his ears and grimacing.





CHATOGICAL HUMOR DEPT.

With the possible exception of taste tester for Häagen-Dazs, being a movie star must be the best job in the world! You say a couple of lines in front of the camera, they pay you a bunch of money and then you ride home in your limo to your expensive Beverly Hills mansion where your beautiful ex-model wife is waiting naked for you! Great, right? Sure... until the movie comes out, and you have to pack up your bags and schlep all over the country for the next three months to promote the damn thing! Don't believe us? Then take a hypothetical journey with the star of *Titanic* as we embark on...

Leo's TALK SHOW ADVENTURE

OR Why Stars Hate Going on Talk Shows

ARTIST: ANGELO TORRES
WRITER: ANTHONY BARBIERI



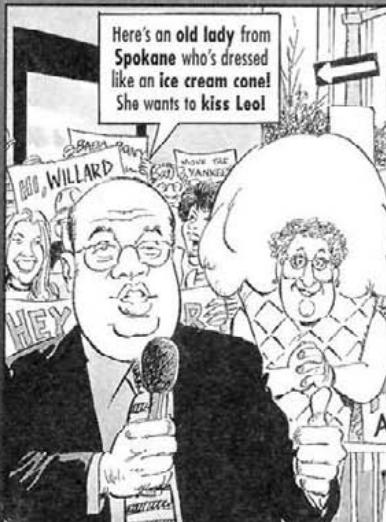
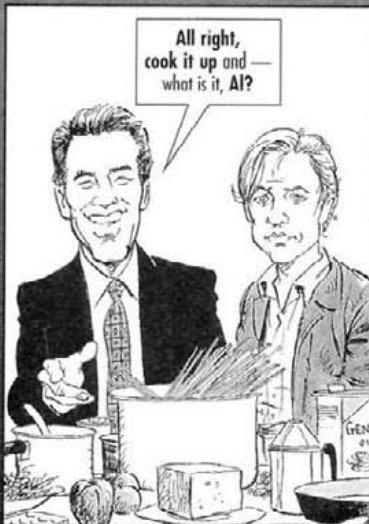
TODAY SHOW

How are you dealing with the success?

It's been overwhelming. I'm very grateful.



All right, cook it up and — what is it, Al?



LIVE Regis & Kathie Lee

How are you dealing with the success?

It's been overwhelming. I'm very grateful.

Success is a fickle mistress. A couple of factory kids open their mouths and —BOOM! — the bomb drops!

You're a very good looking young man! You must do all right with the ladies!

I can't complain.

Sure, let a guy get famous, get some woman, end up in a sleazy hotel cheating on his wife! Forget everything they ever did...



THE Rosie O'Donnell SHOW

How're you dealing with the success, kiddo?

It's been overwhelming. I'm very grateful.

I couldn't have been on the *Titanic* — they didn't have any *RING DINGS*! I loved you on *Different Strokes*! Want to sing the song?

It was *Growing Pains*, actually. Can we talk about my new movie?



THE Tonight SHOW

How're you dealing with the success?

It's been overwhelming. I'm very grateful.

Ha ha ha ha ha!

What's so funny?

You are too much! Ha ha ha!





HOWARD STERN

Robin, I'm sitting here with Leonardo DiCaprio. So, tell me, man, how are you dealing with the success?

It's been overwhelming. I'm very grateful.



Are you big down-stairs, man?

What?

How about that Kate Winslet? Ooooo, what I'd like to do to her! You hit that? I mean, after she posed naked for you? Why'd you draw her, you idiot? You should've gotten a hot lesbian in there!

Um, Kate was great to work with.



Yeah, I like those English broads! I'd like to nail the Queen in front of Buckingham Palace! I'd get those guards to smile!

The Queen...? I gotta go now!



LATE SHOW with David Letterman

How are you dealing with the success, Jojo? I'm calling everyone Jojo. Jojo. See? It's fun. Give it a try. Jojo. See?



THE VIEW

Sugar, how are you dealing with the success?

It's been really overwhelming. I'm very grateful.

Chile, you as fine as a buttered waffle!



How're you dealing with the success?

It's been overwhelming. I'm very grateful.

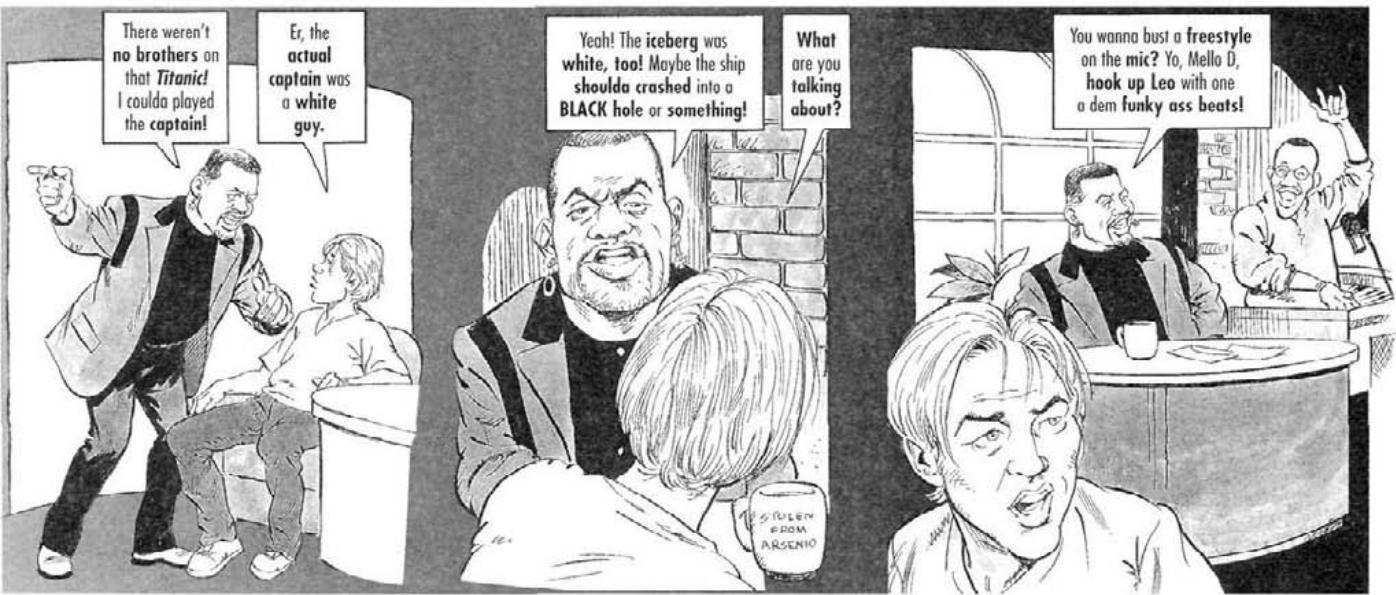
VIBE





Please, Dave, It's "Paul." This has been going on for two weeks now! It's over!

Nothing's over, Jojo! Hey, Jojo, are you there? Let's take a look at our Jojo-Cam and see what Jojo the Cabbie is up to.

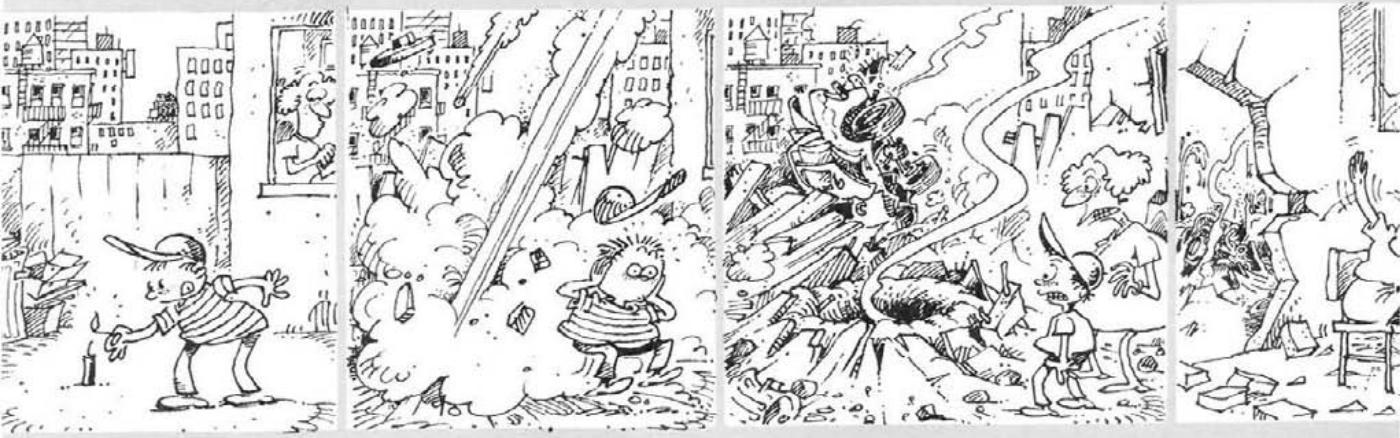
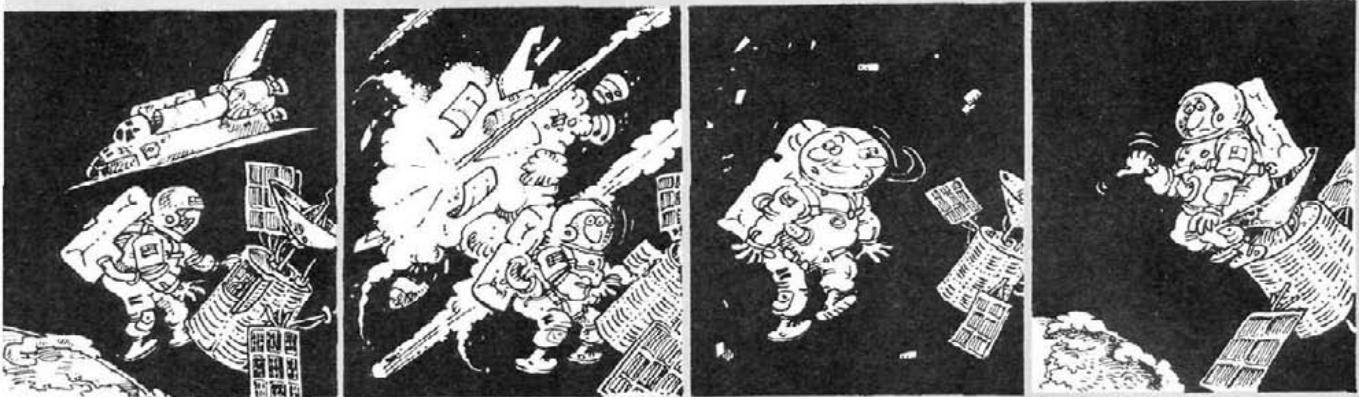




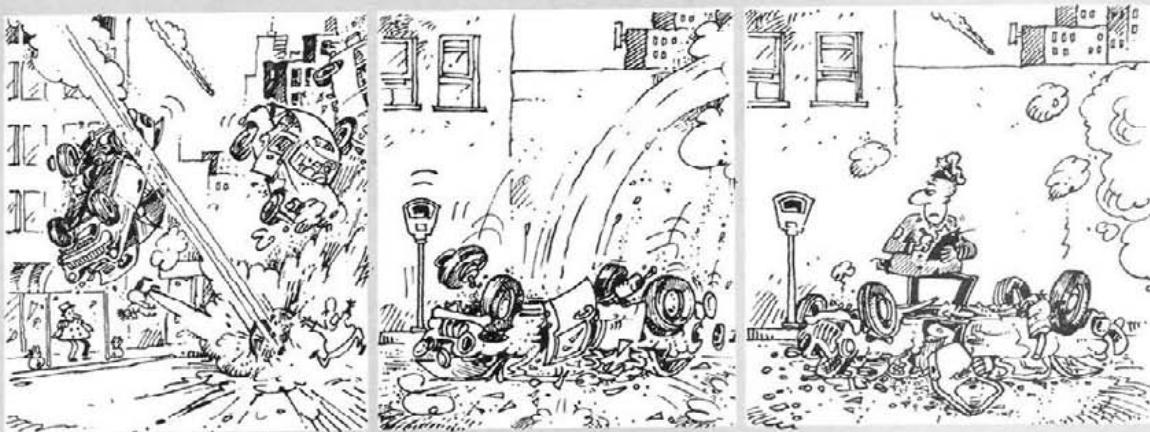
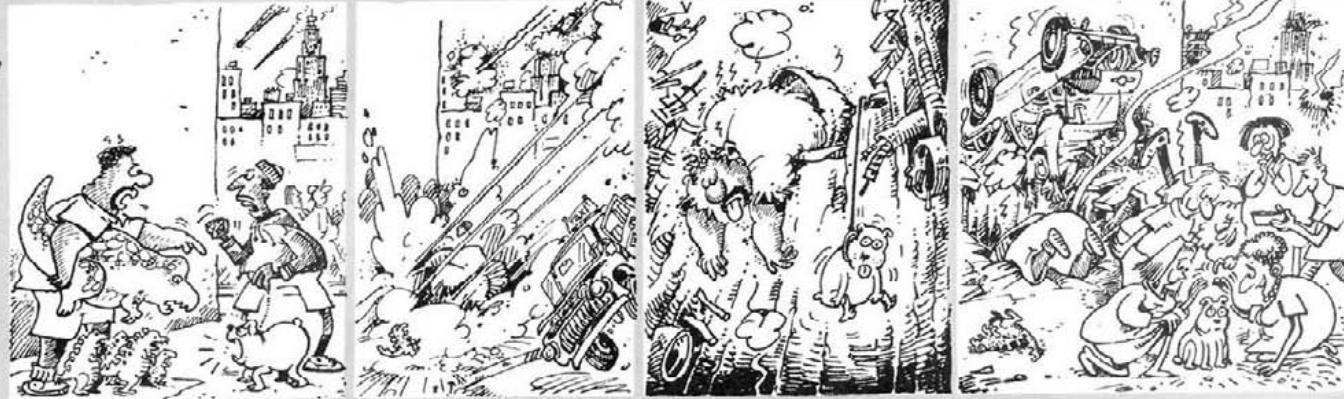
SERGE-IN GENERAL DEPT.

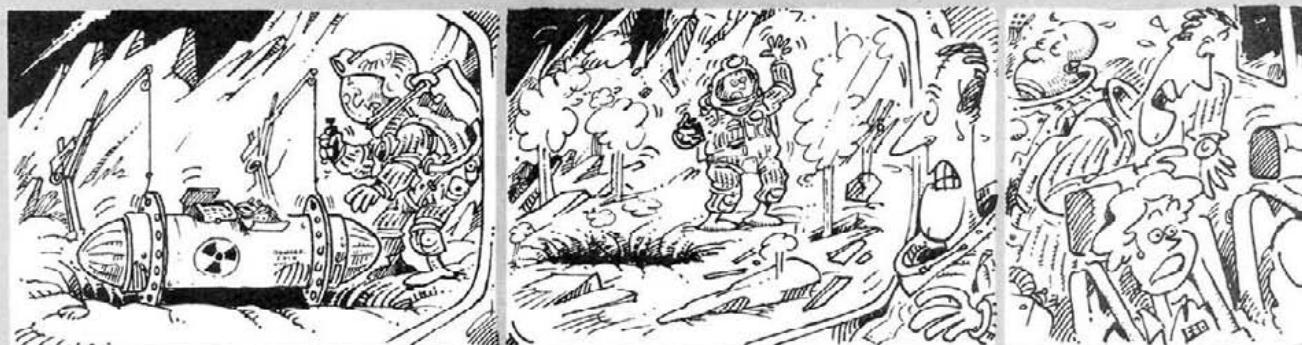
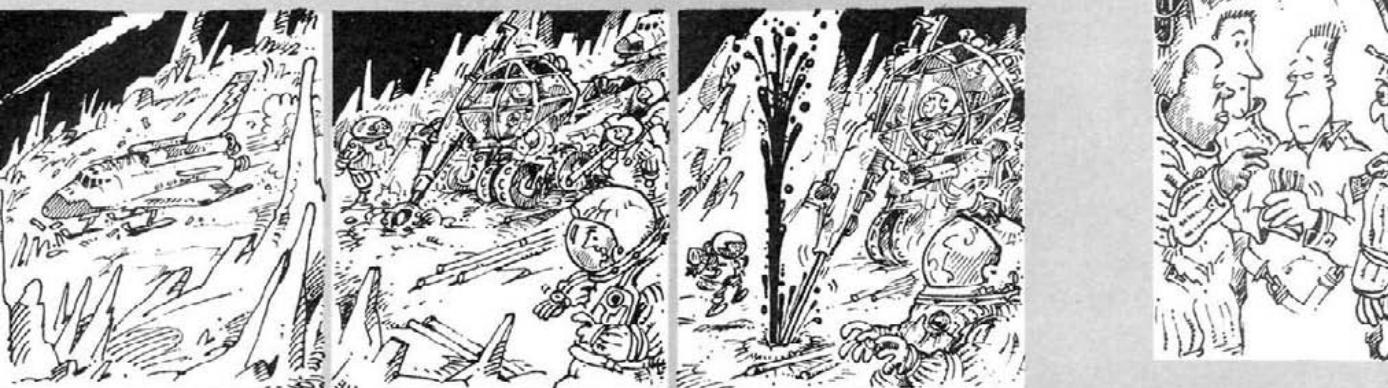
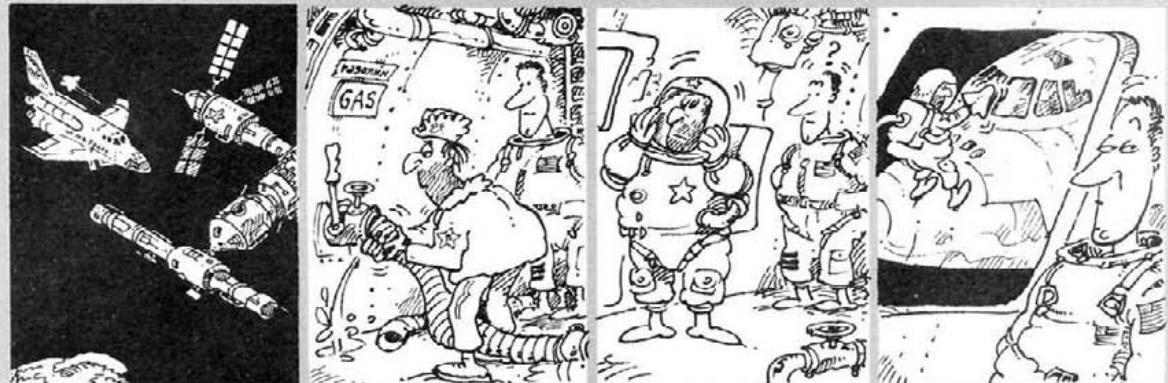
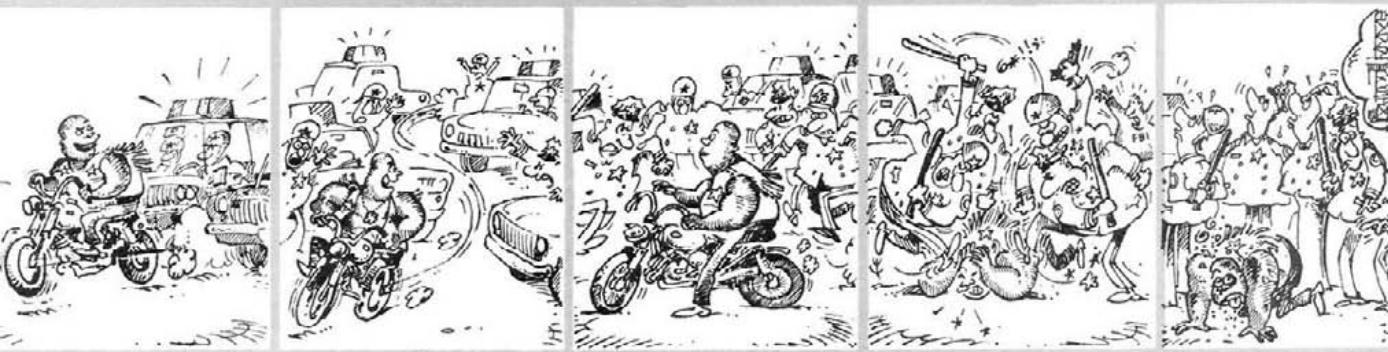
A MAD LOOK AT A

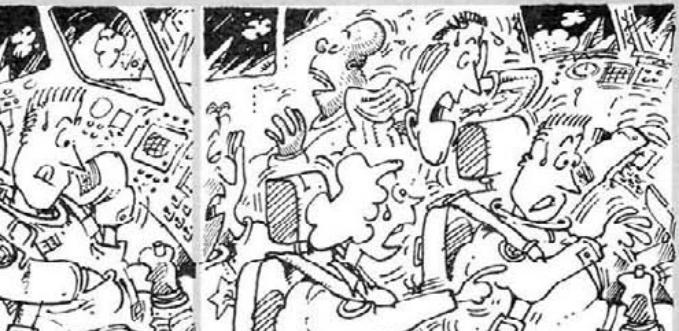
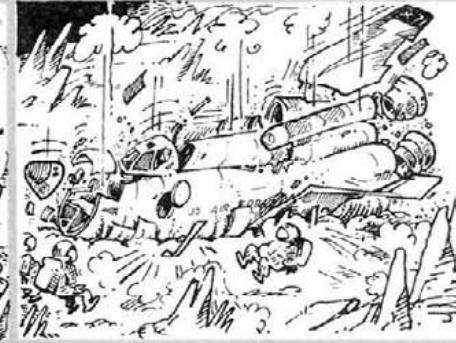
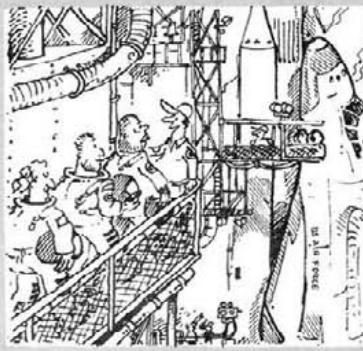
ARTIST AND WRITER: SERGIO ARAGONES



MAGEDDON







If you ever try to tackle the classified ads you may find it's a lesson in frustration. All the ads break down into three categories: jobs you're not qualified for, crap you don't want to buy and people looking for things you don't have! Wouldn't it be fabulous if for just once you could peruse a paper and find these...

DREAM CLASSIFIED ADS



SPORTS ENTHUSIAST?

Tell us in your own slurred voice how the coaches & players screwed up last night's game & what you'd have done differently! We'd like to pay you for your informative, intoxicated opinion!

Call us toll free at:
1-800 THE FAN



WE PAY

ORIGINAL RETAIL PRICE FOR

- ALL VINYL RECORDS
- 8-TRACK TAPES
- ATARI 2600 CARTRIDGES

Any condition is fine with us
Come by any local
Knucklehead Bob's Store



LOST

Crumpled-up sheet of blank notebook paper. \$100 reward for return. Contact Fred at 555-0365

AIR GUITARISTS!



Quit wasting your talents at lame parties and make some serious \$! Apply in person at:

Nit-Wit Tony's
Air-Instrument Barn

DID YOU HEAR ABOUT THE O.J. SIMPSON TRIAL?

If you answered "yes," you are entitled to \$50 from the U.S. Government! Contact The National Trial Awareness Program at 1-800-O-J-O-J-O-J to receive your check by mail

TURN YOUR TOENAIL CLIPPINGS & BODY LINT INTO CASH!

Contact Terra Recycling
for details at 555-6834

CYBER GEEKS!

Tell us about your computer:

How much RAM? What's your hard drive size? Who is your Net server? What level of Tomb Raider have you beaten?

E-Mail us at:
www.cashformorons.com



Get Paid!

To pop those little air bubbles in puffy packaging! Write to BOX 92 for your first free roll

TEENAGERS!

Get paid to "peel out" at our convenience store parking lot. Your talent deserves big money! Contact store manager at: 555-5333

ARE YOU OLD?

We'll pay you \$\$\$ to show us pictures of your grandchildren and slowly tell us stories as you backtrack over your entire life! Apply in person at the mall food court

\$\$\$\$\$\$\$\$\$\$\$\$\$

CASH FOR CAT LOVERS

We'd love to hear all about the cute mischievous little things your cat does and how special and different he is from other cats... Because we find that really damned interesting!

Call Donny at
555-8492



*ARE YOU A COMEDIAN???

If your "stand-up" routine contains subject matter such as:

- ...How bad airplane food is
- ...Taxi cab drivers
- ...New York & LA attitude differences
- ...How you're in a new relationship
- ...The funny little changes in your life, now that you have a baby
- ...Then what's a waitin' for?

Call 555-8912 for paid bookings at LAFF-CHANISTAN, 843 Slackman Ave.

CASH CASH



just to call and test new phone sex services!

Call Joey at
1-800 OH-BABY for details

GIRL SEEKS BOY

Wealthy & Gorgeous woman who agrees with your opinions and will not date other people (although it's all right if you do)! I'm also into monster trucks, pro wrestling and "car chase" movies! I'm looking for a guy who wants to quit his job & loaf off while I cook & clean! What are my requirements? Only that you let me pay for everything! For more info write to Tiffany, BOX 4. Don't send a photo, I don't care what you look like!

HEY FUNNY GUYS!

We pay you to quote Monty Python lines! Silly British accents a plus! Call 1-800 PARROT for information

ARE YOU AN INSANELY JEALOUS, OBSESSIVE GUY?

Big-time cash to call your ex-girlfriend every 12 minutes and hang up when she answers! Send résumé to:

Obsessive Guys "R" Us
BOX 59

BIG MONEY

To spray paint that your favorite band "rules" or "kicks ass" on bridges and underpasses. Send your name and address to: Your Band "Rules" or "Kicks Ass" BOX 17 for free box of spray paint and first paycheck

BIG-TIME \$\$\$ FOR:

- ★ "New Kids On The Block" Pogs
- ★ Episodes of NBC's *Manimal* on Beta
- ★ Lambada Instructional Videos
- ★ *My Two Dads* Lunch Boxes
- ★ *Waterworld* Action Figures
- ★ Apple "Newton" Computers
- ★ Sinead O'Connor & Pat Benatar's "Big Band" Albums

CALL 1-800-NO-TAST NOW!

LONELY SECRETARIES
Competitive salary to get "tanked up" on Margaritas and sing Michael Bolton songs at our Karaoke bar! Apply in person at: Dave's Meet Market, 1 Niteland Ave.

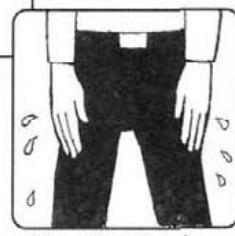
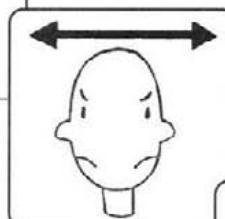
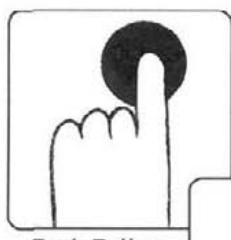
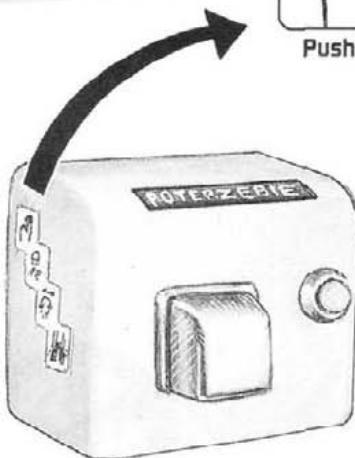


WHAT YOU SEE IS WHAT YOU FRET DEPT.

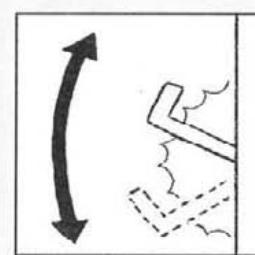
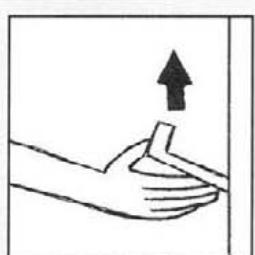
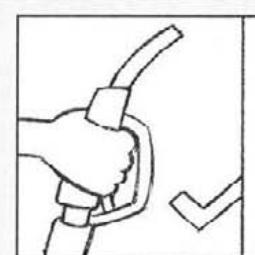
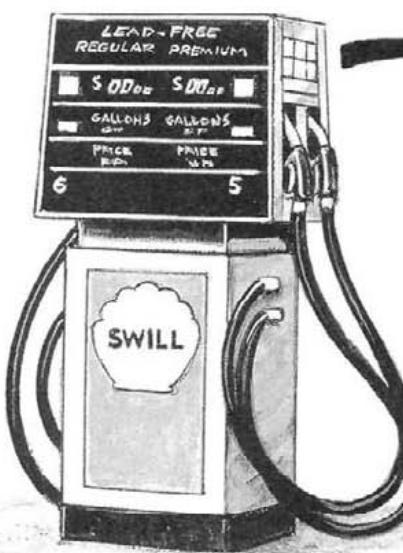
Buy anything that comes with instructions these days and you're in big trouble. No matter how high-tech and advanced the product is, the instructions read like they were written by Reynaldo, a semi-literate, minimum-wage third world worker who speaks (but doesn't write) English as a fourth language! Then again, it doesn't really matter, because even if the instructions were intelligent, they wouldn't reflect what really happens when you try to follow them anyway! What we need is Reynaldo to draft up some...

VISUAL INSTRUCTIONS FOR THE WAY THINGS **REALLY** WORK

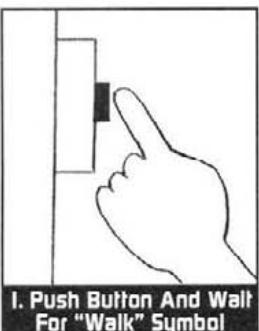
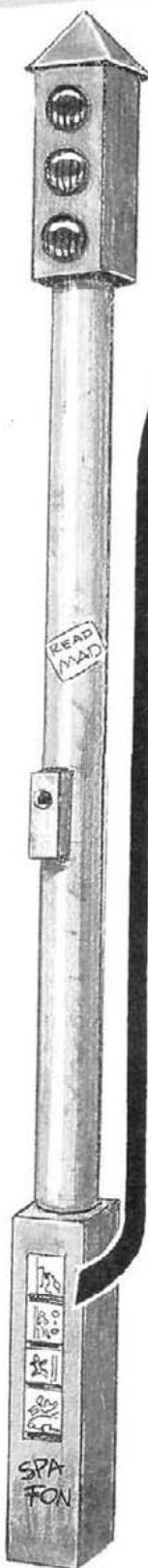
ON A PUBLIC
RESTROOM
HAND DRYER...



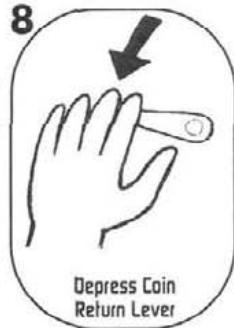
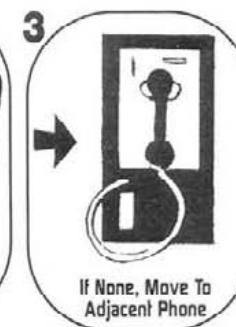
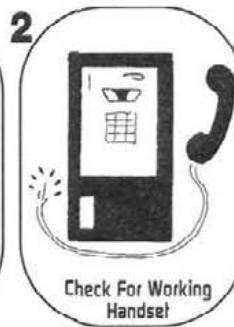
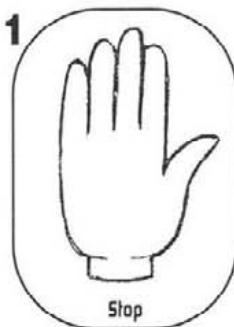
ON A
GAS STATION PUMP...



ON A TRAFFIC LIGHT POLE...

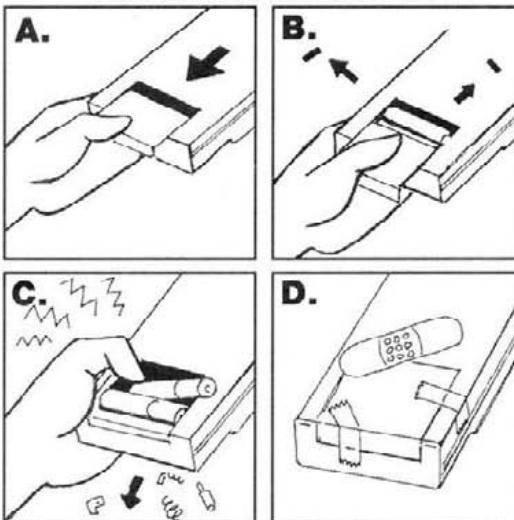


ON A PAY TELEPHONE...



FROM THE OWNER'S MANUAL OF A REMOTE-CONTROLLED ELECTRONIC DEVICE...

HOW TO INSTALL BATTERIES



A. Remove the rear cover of the remote control unit by pressing down on it with your thumb and simultaneously pulling it backwards.

B. During previous step, thumbnail and rear cover tab will break off simultaneously.

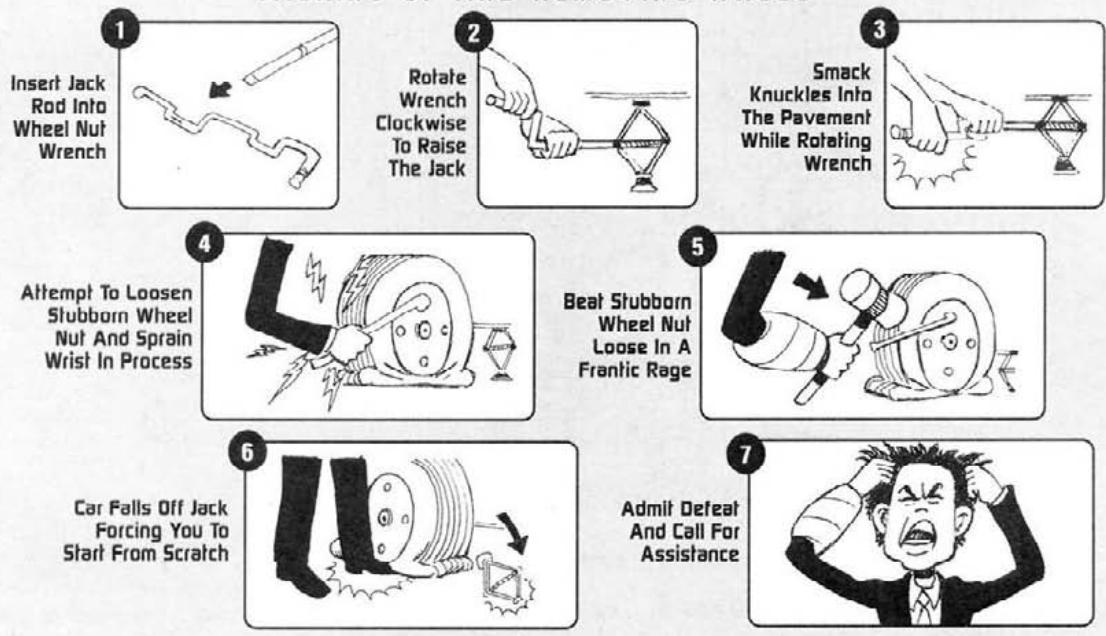
C. Install batteries. Please note: Batteries may need to be forced into place, resulting in additional damage to remote unit.

D. Reinstall broken rear cover of the remote control unit and tape into place.

IN AN AUTOMOBILE MANUAL...



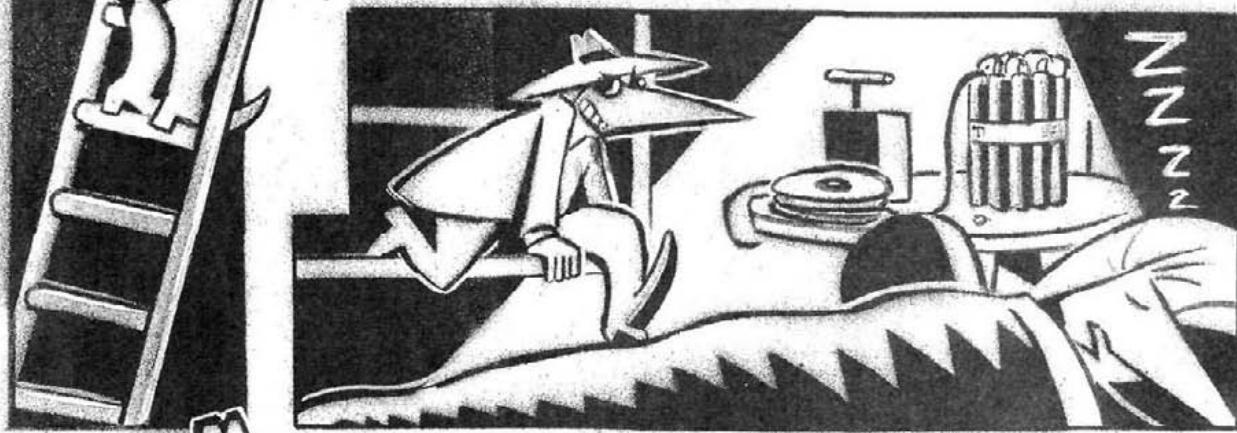
JACKING UP AND REMOVING WHEEL

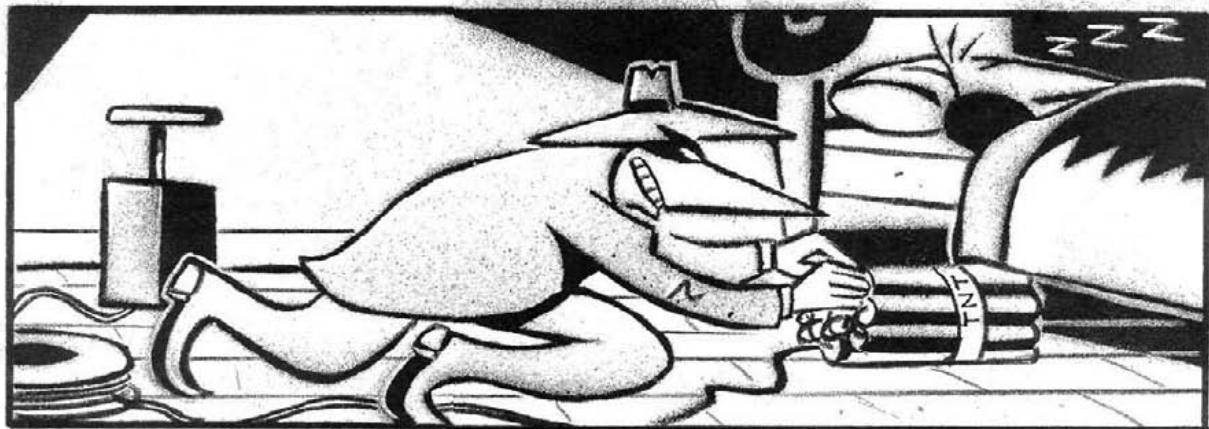




JOKE AND DAGGER DEPT.

SPY VS SPY





Do congested highways, careless motorists and unnecessary delays have you on the verge of committing manslaughter?



NOW YOU CAN



ROAD RAGE WITH

FUME OFF

Fume-OFF,™ the miracle product guaranteed to help ease the stress, the anger, the frustration and the homicidal irritability that come from driving on our nation's roadways!

Only Fume-OFF™ has three fast-acting ingredients that go to work immediately on a body's Rage Centers™ to relieve the symptoms most commonly associated with Road Rage.



Negakill

works to temporarily cloud the memory. You simply "forget about" the gun stashed in your glove compartment, the baseball bat under your seat, the crowbar in your visor, the ice pick in your pocket and the flame thrower in your trunk. And when you forget that they're there, you can't use them on the miserable sonofabitch who just tapped your bumper from behind!

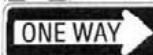
Flipotussin

travels through the bloodstream to the middle finger of each hand, making it impossible for you to flip the bird to that dumb bastard with his directional on in the right lane - but still allowing you enough flexibility to pick your nose!

Deaccelerin

numbs the foot so you can't step on the gas to chase the idiot who just cut you off!

So don't  to persistent Road Rage.

There's only  to turn your drive time into quality time. Take the little pill that's shaped like a steering wheel.

WARNING: Do not take **Fume-OFF™** if planning to operate heavy machinery such as a car, truck, bus, mini-van, or anything with tires. Take one pill for every 567.8 kilometers you plan on driving. Discontinue use if you hear ringing in your ears, unless of course, it's your car phone. Do not mix with avocado. When backfiring up, be sure to reverse pill dosage for maximum effectiveness. An itchy, splotchy, bleeding rash covering most of your body signifies that **Fume-OFF™** is working full strength. Be happy! Guarantee: If for any reason you are unhappy with **Fume-OFF™** return the unused portion and we will send you a placebo replacement.



BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...



RELATIVITY

I'd like a ticket to the Hanson concert!

Rock



I'm 23! Do I get a senior citizen's discount?



ACCOUNTABILITY

What do you believe to be the **biggest** problem we face in government, Senator Randolph?

Without question, the **inability** of elected officials to take responsibility for everything they say!

But don't quote me on that!



JUSTICE

I ask you to **reconsider**, Your Honor! After all, I do know **something** about the law!

Indeed! You should feel proud! That's very rare in an attorney!

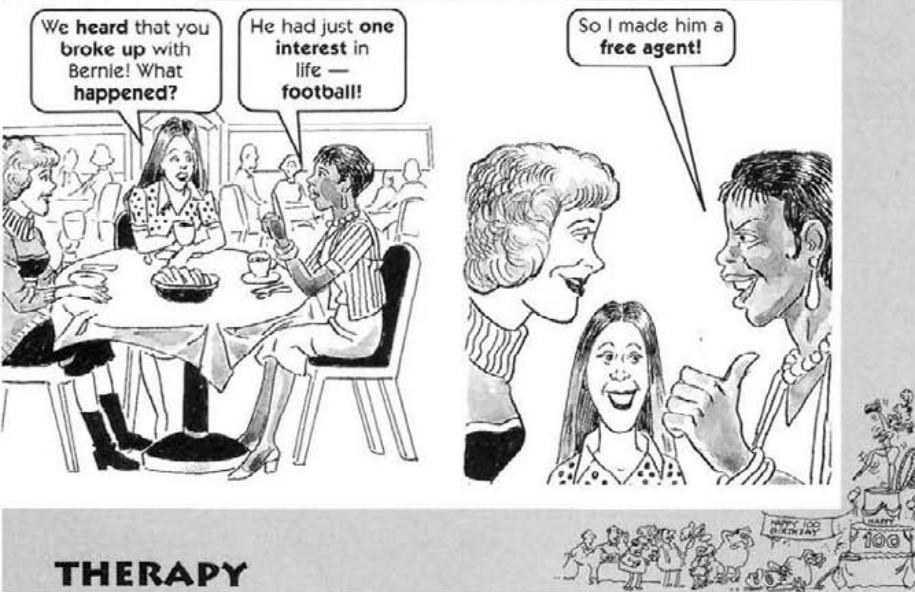


ARTIST AND WRITER: DAVE BERG

FITNESS



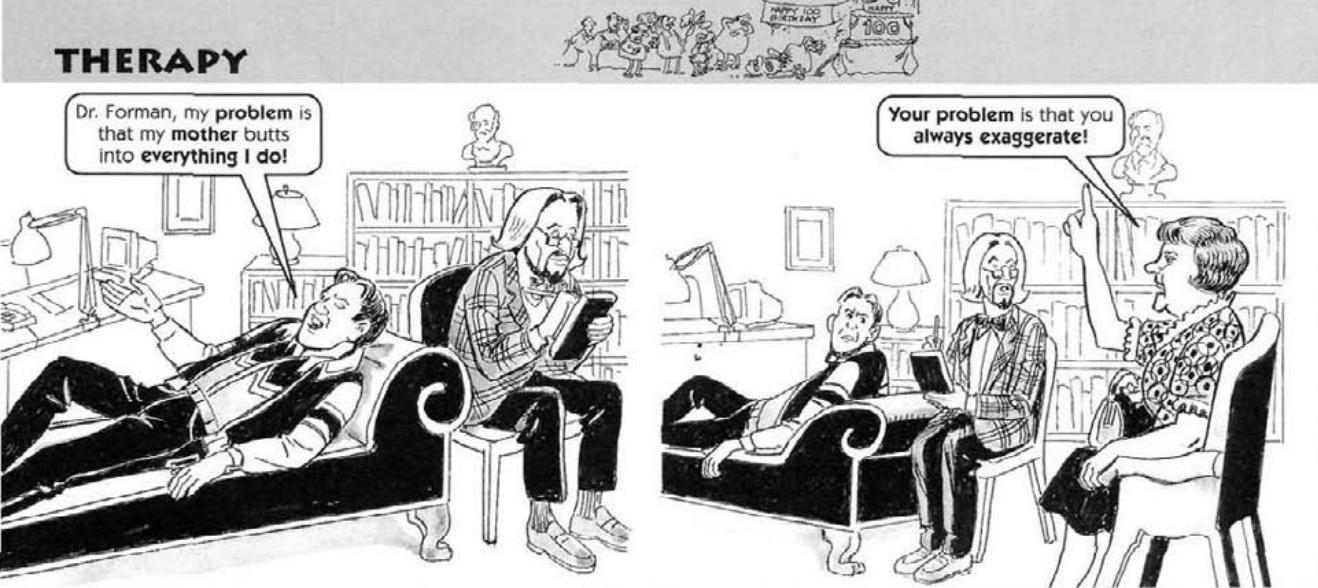
RELATIONSHIPS



FOOD



THERAPY



EXPLANATIONS



GIFTS



WEDDINGS



THE OFFICE



PARENTS



DOCTORS





These days, the biggest money-making TV sports are on Pay-Per-View! Bloody boxing matches, bone-crunching wrestling spectacles and organ-rupturing Ultimate Fighting Championships! Every time one is broadcast they rake in millions! But what about boring TV sports like golf, skiing, volleyball and others? They're all snoozefests no one in their right mind would ever plop down \$29.95 to see! So how can these bland sports start raking in those big Pay-Per-View bucks? By simply...

ADDING PAY-PER-VIEW EXCITEMENT TO OTHER SPORTS



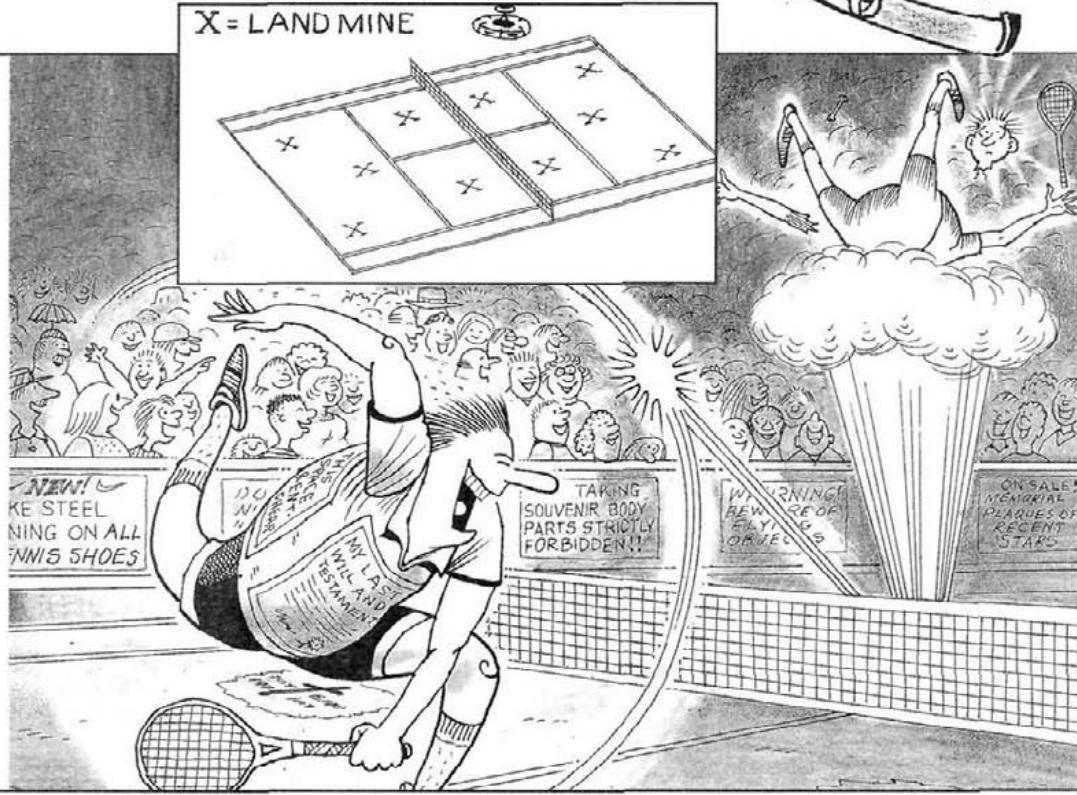
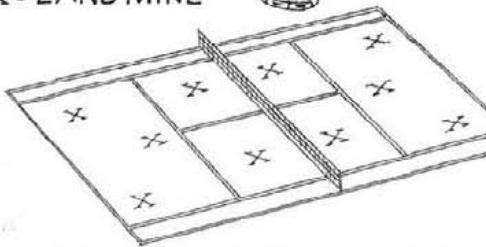
TENNIS

For truly exciting, dangerous and audience-grabbing tennis, nothing beats the mined court.

Players are encouraged to memorize the locations of the unmarked mines, but when running for the ball during a heated volley, they just might forget!

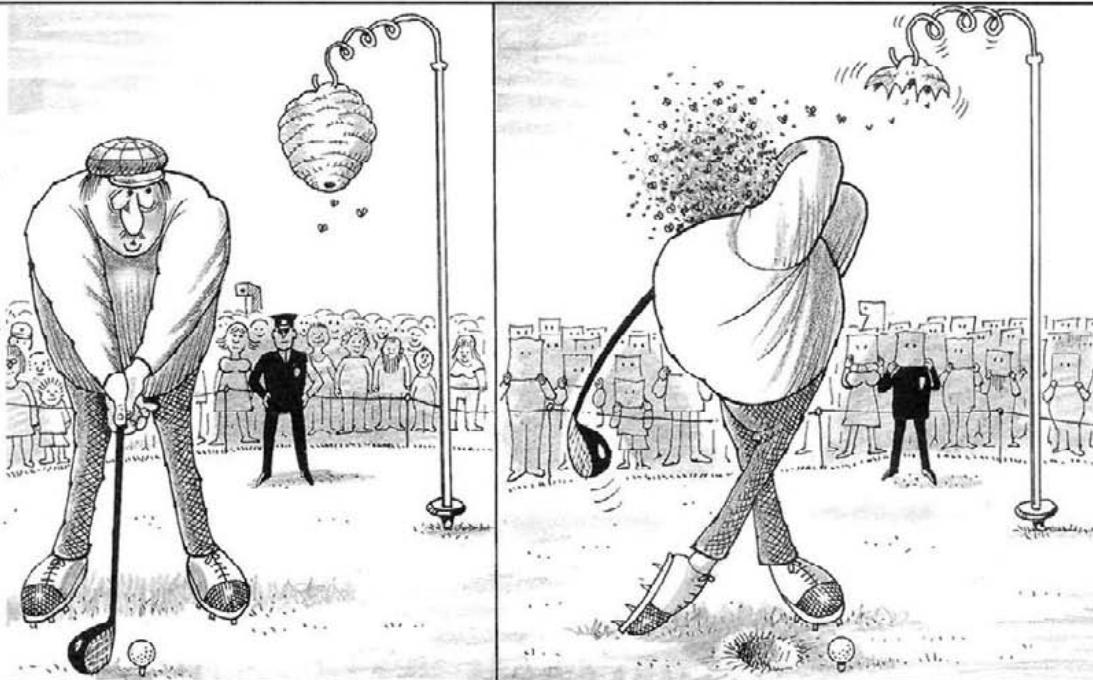
Also, a well-placed shot can set off a mine and send an opponent flying! Doubles matches are particularly entertaining!

X = LAND MINE



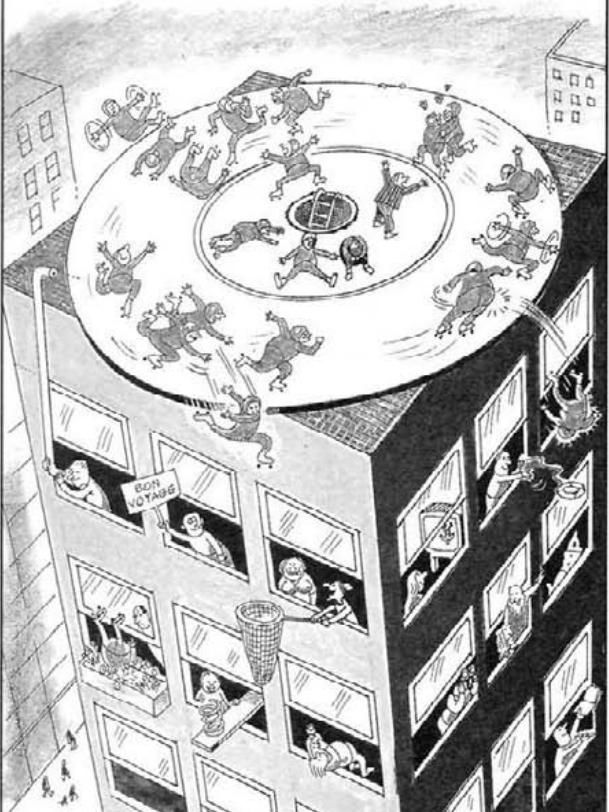
GOLF

Few sports are as dull to watch as professional golf. But when a deadly hornet's nest is suspended just a few feet above the ball, the game suddenly demands an absolutely flawless swing on the part of the golfer and the excitement soars! This handicap adds a new challenge to the game that will attract even more violence and tragedy-loving fans to televised golf than Tiger Woods and Fuzzy Zoeller combined!



ROLLER DERBY

A popular spectator sport in the 1950s, roller derby can once again attract millions of fans by staging matches atop tall buildings without guardrails. The fickle laws of centrifugal force will become more important to the game than ever, and the higher the building, the higher the number of paying viewers!



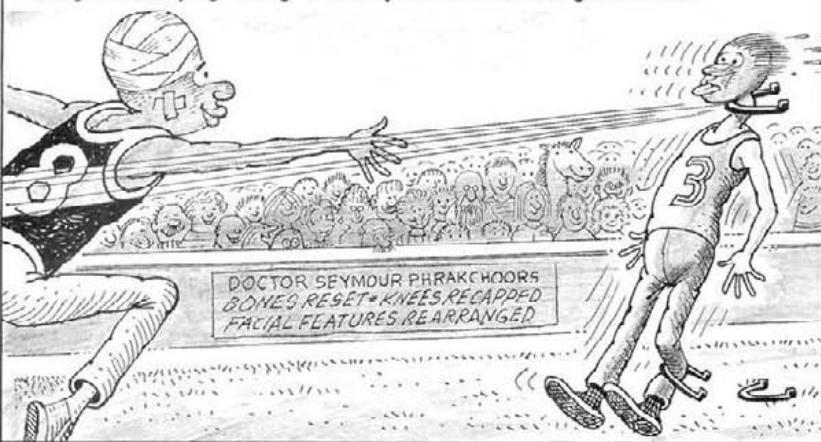
SKI JUMPING

Even a somewhat exciting sport like ski jumping can become boring and repetitious, skier after skier after skier. Answer: a solid brick barrier. The participants must now perform expertly by clearing it — or else! To insure that viewers will pay to see this sport, the area around the wall isn't cleaned up until the competition has finished.



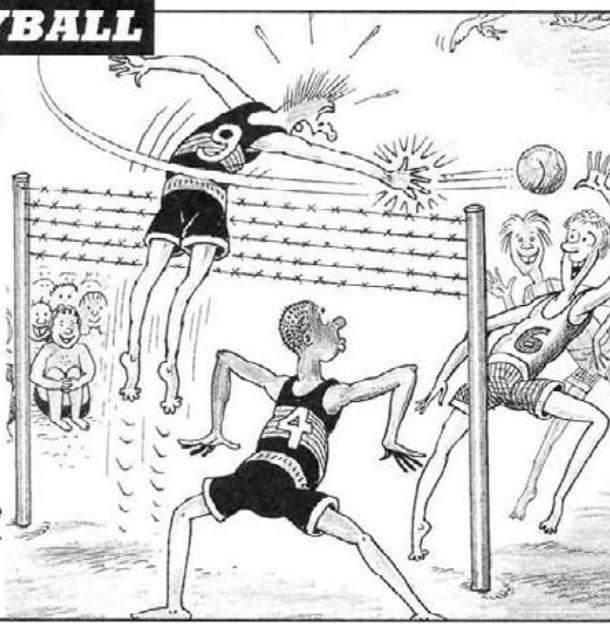
HORSESHOES

Barely registering a blip with TV audiences now, by merely eliminating the metal spikes the horseshoes are normally thrown at, and replacing them with the opposing horseshoe players themselves, a pay-per-view cash bonanza is created! Strategy becomes a feature of the game, as players decide whether to throw at each other's neck, head, shins or groin. An added plus is eliminating the annoying "clang" currently heard when a ringer is made.



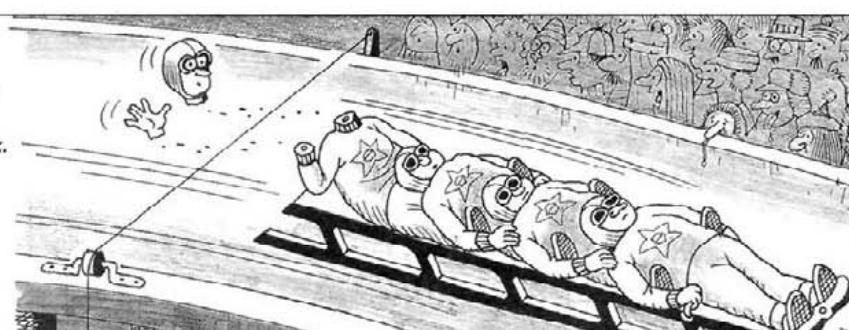
VOLLEYBALL

A sport that consists mainly of jumping up and down and smashing unreturnable shots makes volleyball a big "so what?" But with the simple addition of a few feet of barbed wire, viewers will be on the edge of their seats waiting to see a simple foul turn really foul. Pay-per-view promoters' bank accounts will become green as the sand at these matches becomes red!



LUGE

Inadvertently lifting one's head or arm during a luge run currently costs an athlete a nanosecond on the timeclock. Who cares? But the addition of razor-sharp wire strung across the course will cost an athlete much more, all viewed by a bloodthirsty home audience, eagerly waiting for an athlete to inadvertently lift his head or arm!



DOWNHILL SKI SLALOM

Currently, professional skiers lazily wind their way down a course, bumping and bending trail markers as they go. But simply chaining a hungry grizzly bear to each flag returns pinpoint precision to the sport! Skiers will consistently break records trying to get off the course as quickly as possible, and viewers will pony up big bucks to watch it!



MAD POP OFF VIDEO



Good news ladies! There's a different Backstreet Boy for every type of girl.



For instance, if you're a complete imbecile, you'll probably like Howie. But if you're a gibbering moron, you'll go for A.J.



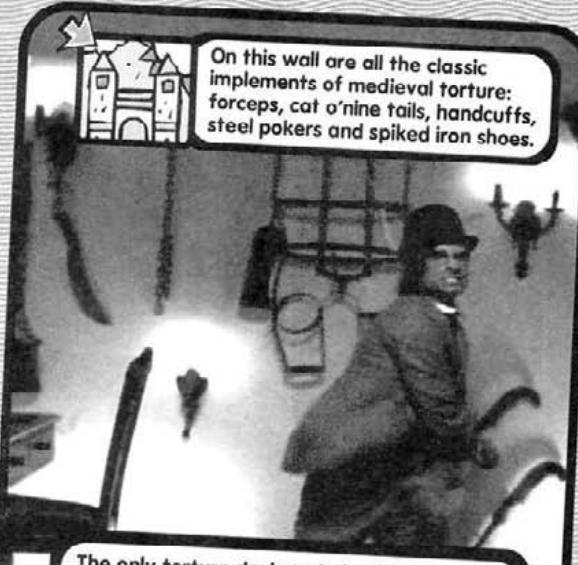
Real fans have known for years that Brian is "the funny Backstreet Boy."



Which is an honor comparable to being "the smartest bug in the Roach Motel."



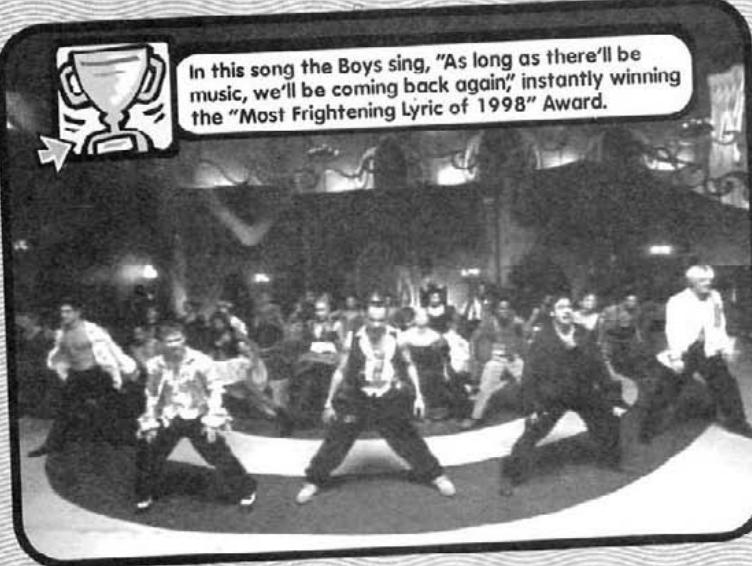
On this wall are all the classic implements of medieval torture: forceps, cat o' nine tails, handcuffs, steel pokers and spiked iron shoes.



The only torture device missing is the newest Backstreet Boys CD, with headphones.



In this song the Boys sing, "As long as there'll be music, we'll be coming back again," instantly winning the "Most Frightening Lyric of 1998" Award.





It all began with Star Trek —
a lame sci-fi show that launched several
lame sci-fi movies. Unfortunately, it
seems that history is repeating itself.
However, you don't have to take it! Let
Hollywood know that you don't want bad
shows turned into even worse movies!
Let your voice be heard — picket the the-
ater! Write your congressman! Tell every-
one you meet! And above all,
instead of going to see...

ARTIST:
TIMOTHY SHAMEY
WRITER:
DICK DEBARTOLO

THE ECCH FILES

FIGHT THIS FEATURE

I think I found the bomb we've been looking for! It's in the Coke machine! I put in a buck and instead of a can of soda I got a stick of dynamite! And no change back! The *BASTARDS!*

I wonder why the bomb was put in this building? When a bomb threat is phoned in, the rationale is to allow us to find the bomb! A terrorist wants to supply terror, and if you study the statistics of logic, you learn to anticipate the unseen and unexpected, especially when company drops by unexpectedly and you have nothing in the freezer except autopsy specimens! Over the years I've come to the conclusion that a finale is not so much a summation as it is a temporary termination!

Your partner, Moldy, must be a saint! If I had to listen to you drone on like that every week in that deadly monotone voice of yours, I'd come down from the top of the building head first via the roof!

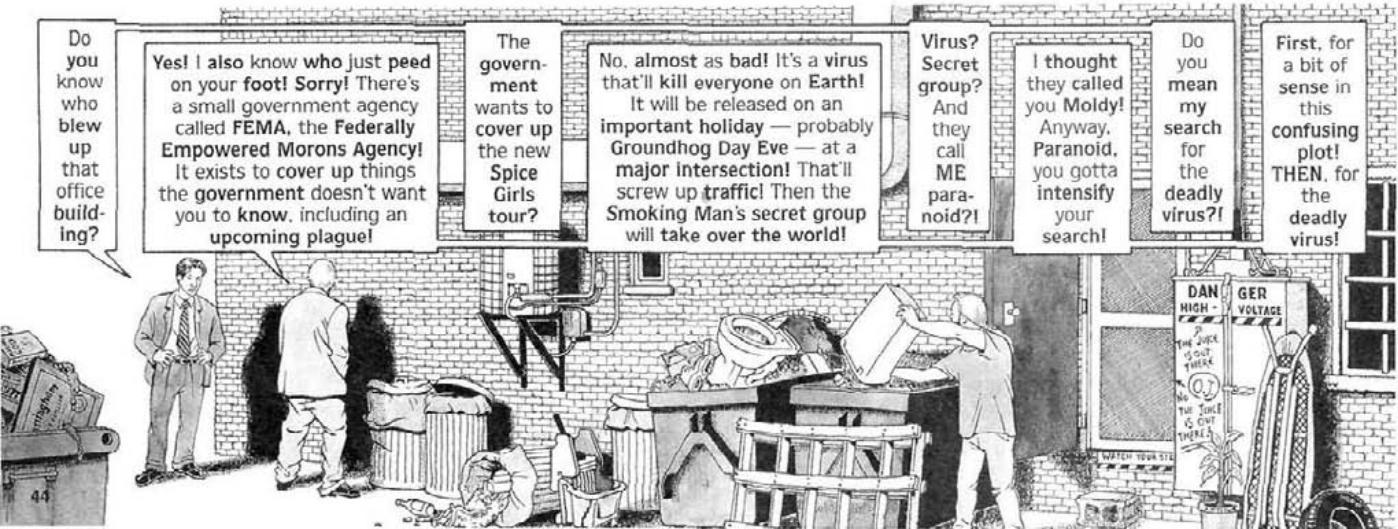
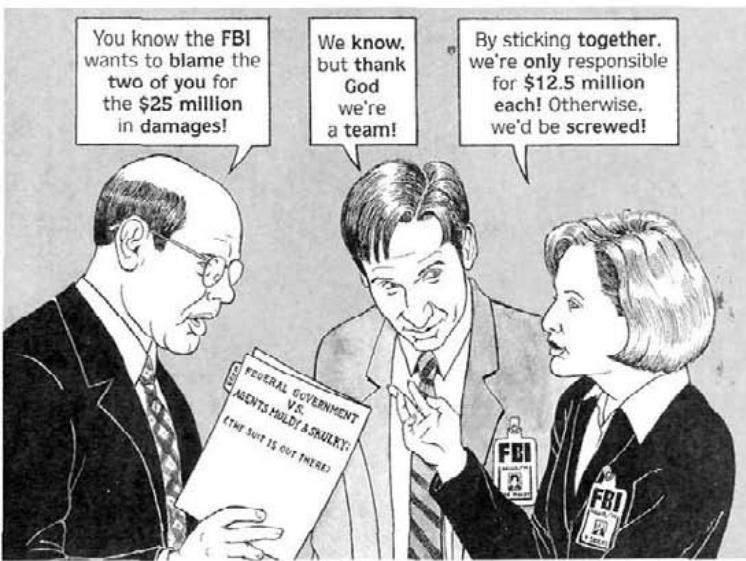
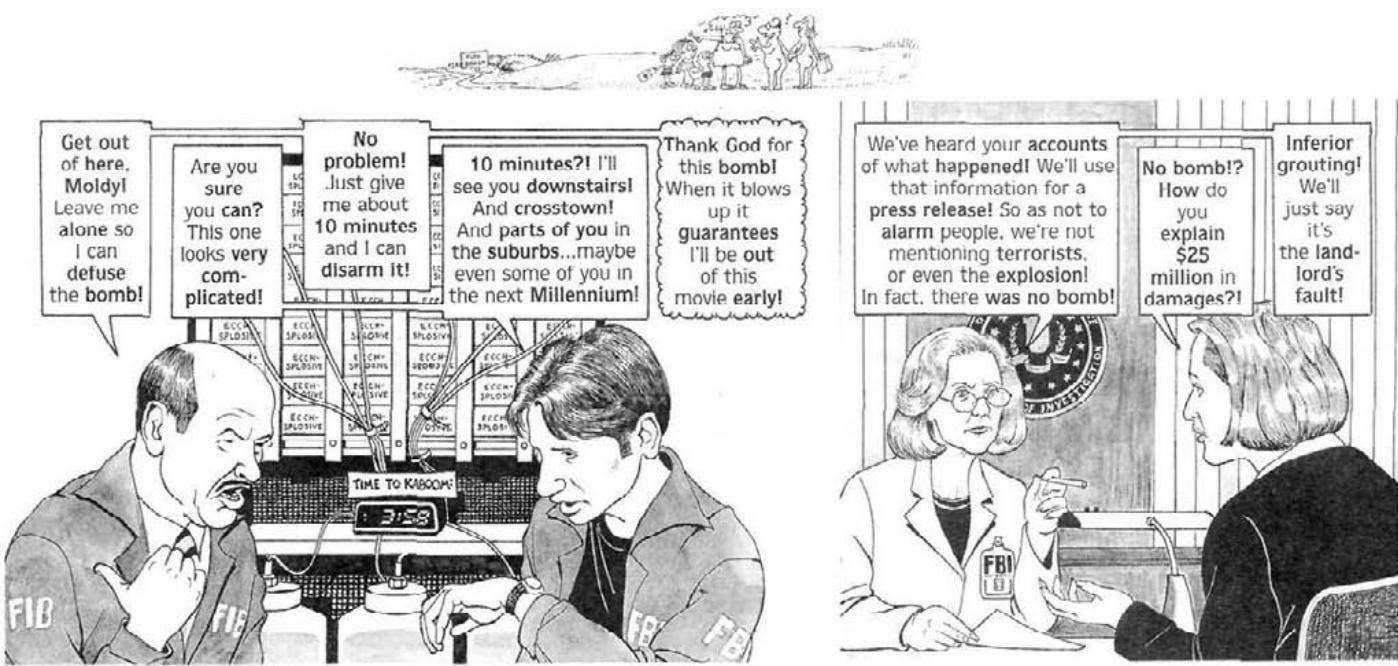


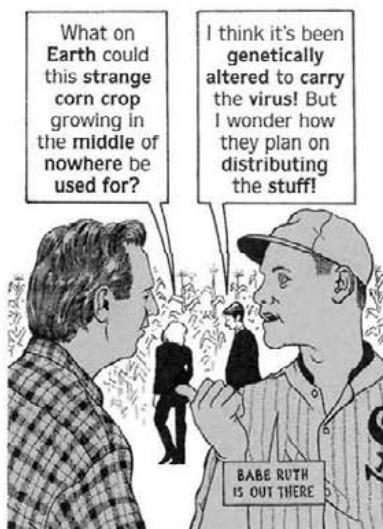
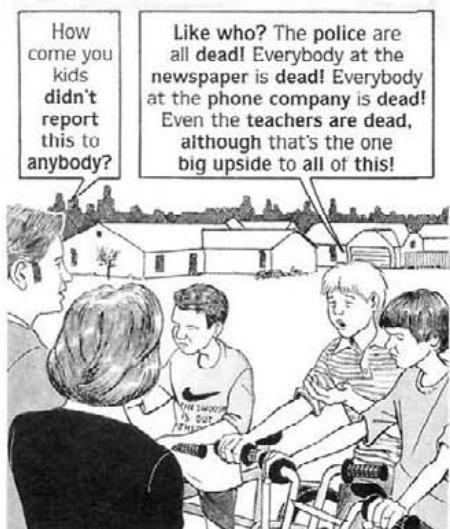
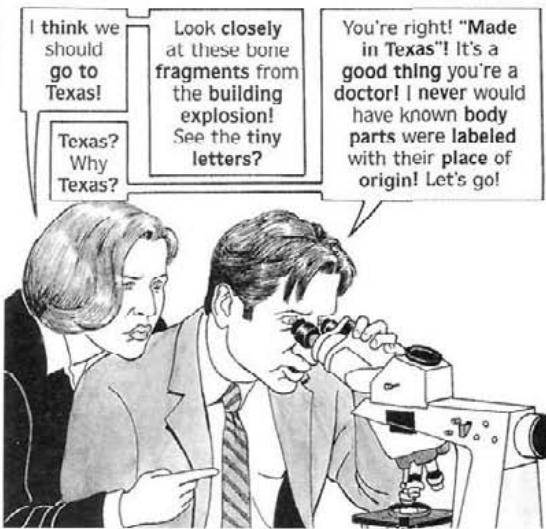
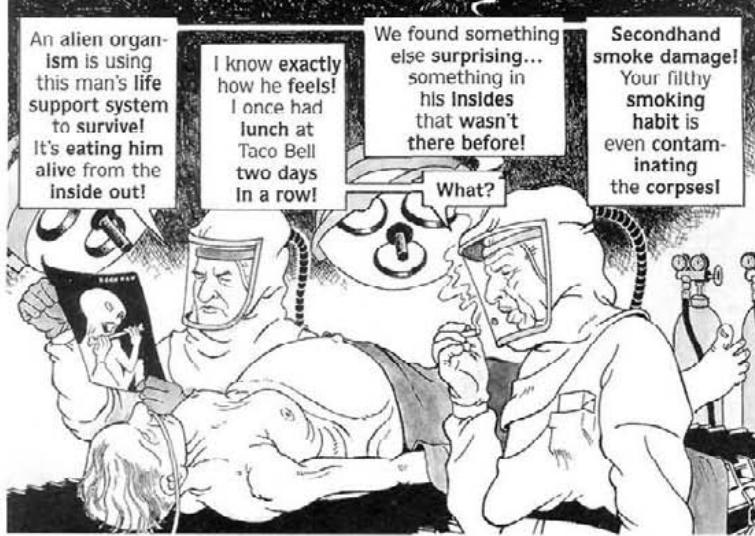
I'm Dr. Klutzweil. Because I know so much about the goons behind the conspiracy to take over the Earth, they are constantly trying to discredit me! But if you study my writings, you'll see I'm not a wacko! I've written *Men Are From Mars, Women Are From Venus, My Neighbor's From Pluto, The 7 Habits of Highly Effective Aliens* and my latest, *Great Walls to Pee On!*

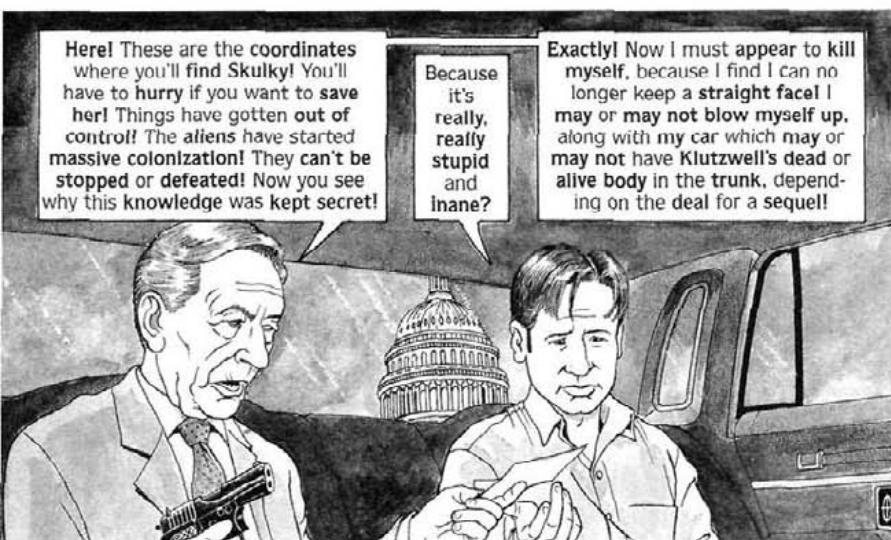
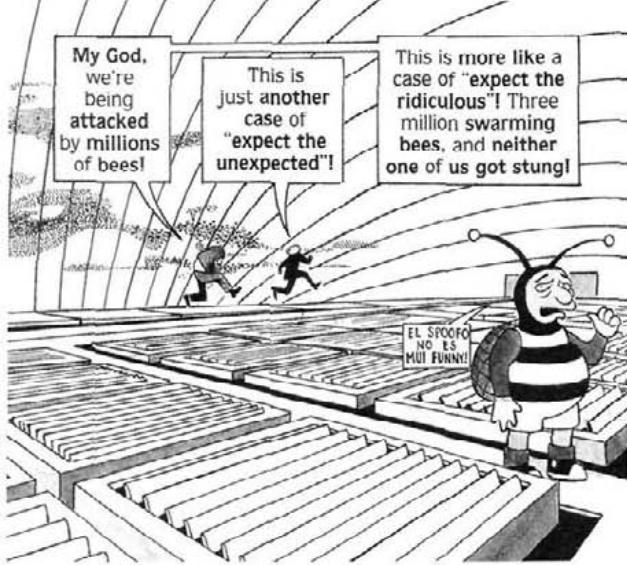
We're the Lone Gumpmen! We carry on the cinematic tradition of another famous trio — Moe, Larry and Curly — only without their class and wit! We believe wholeheartedly in the conspiracy theory! In fact, we're so sure that one day we'll be abducted by aliens, we always wear clean underwear and carry a toothbrush!

I'm FBI Director Skinflint, Moldy and Skulky's boss! More than once on the TV series I've gone to bat for them to save their jobs! And what do I get in return? A total of about 60 seconds of screen time in this two-hour movie! Wait till they get in trouble when the series starts up again in the Fall! See if I lift a finger to help those two alien-loving weirdos!









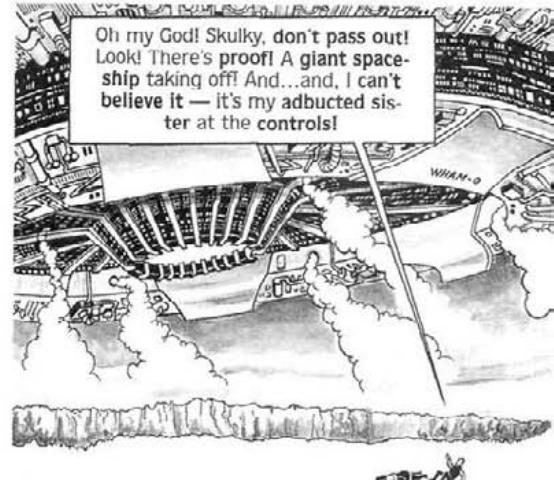
Don't kiss me! We can't give in to our long-smoldering sexual tension!

I wasn't kissing you! I was giving you artificial respiration!

With tongue action!? That didn't seem artificial to me!

I'm sorry, I got carried away! You were so cold and motionless, for a minute I felt like we were married!

Oh my God! Skulky, don't pass out! Look! There's proof! A giant spaceship taking off! And...and, I can't believe it — it's my abducted sister at the controls!



While you were frozen, you missed seeing a giant spaceship take off! But these horrible creatures make you believe, don't they, Skulky? You haven't seen anything like them before, have you?

Lots of times! I saw all of the Sigourney Weaver *Alien* movies! By the way, how did you get here to the Antarctic?

Everybody's asking that! Somehow I was just suddenly here! But not to worry! It was a round trip ticket, so we'll just as suddenly be home!

They've seen your report on the bees, the corn crops, the alien virus, the entire conspiracy! And they didn't buy ANY of it!

The FBI officials didn't buy any of it?

No, the audience didn't buy any of it! Not even the die-hard TV show *Exch-Files* fans!



Skulky and Moldy know everything! They figured out the entire conspiracy!

What are you talking about? I conceived the entire conspiracy and I can't figure it out! There hasn't been a plot with this many holes since *Mission: Impossible*!

Well they DO know that we're supplying the virus to the public via ACME Corn Syrup!

Let me bring you up to speed on that! We've changed it! We're shipping the virus under a new name...





MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest newsmakers is going to the big Capitol Hill in the sky!



Newt Gingrich

CAUSE OF DEATH

ODDS

Atomic wedgie from lesbian sister
Candace over his anti-gay views

10:1

Terminal dialing cramps from calling Pat
Robertson to get pre-approved opinions

20:1

Shot for failing to keep his Contract
With America, by one of the 17
voters who took it seriously

25:1

Drunken fall during party to celebrate
winning GOP Presidential nomination

267,398,200:1

Dies of shock after one of his female
interns agrees to have sex with him

1,900,000,000:1

Infected papercut from Ethics Committee
report that totally exonerates him

5,567,309,000:1



WHAT SEASONAL
DISASTER
WREAKS HAVOC
ON AMERICAN
FAMILIES?

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

All seasons have distinct recurrent patterns. Even with careful planning, however, disaster can strike and leave horrible damage in its wake. To find out what calamitous occurrence devastates American families every year around this time, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



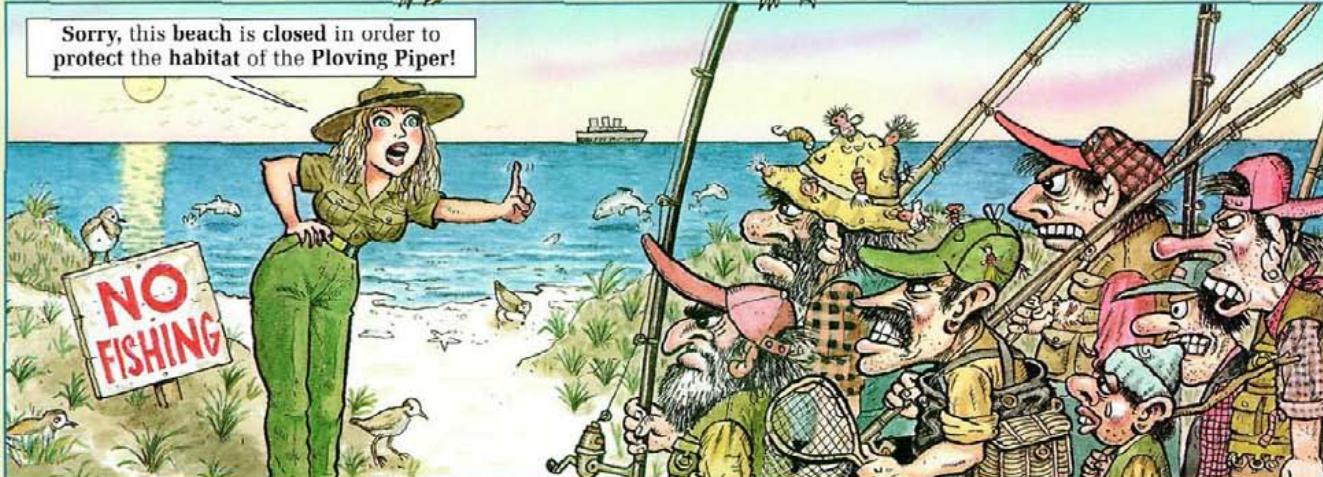
PAIN AND SUFFERING IS THE REWARD FOR DELAYING
SCHEDULED DISASTER PREPARATIONS. MANY A FOOL
TURNS WHITE WITH FRIGHT WHEN IN THIS POSITION

A

B

FOR THE BIRDS

Sorry, this beach is closed in order to protect the habitat of the Ploving Piper!



As you can see, the species is making quite a comeback!



GM BUNK